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SURVEYS OF CONSUMER ATTITUDES

SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

Institute for Social Research

TABLES AND CHARTS

SEPTEMBER 1984

The September 1984 survey is the 192nd in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Recent change charts include quarterly data before 1978 and monthly data starting in January of 1978. Historical series charts show quarterly data before 1978 and 3 month moving averages since then. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

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CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

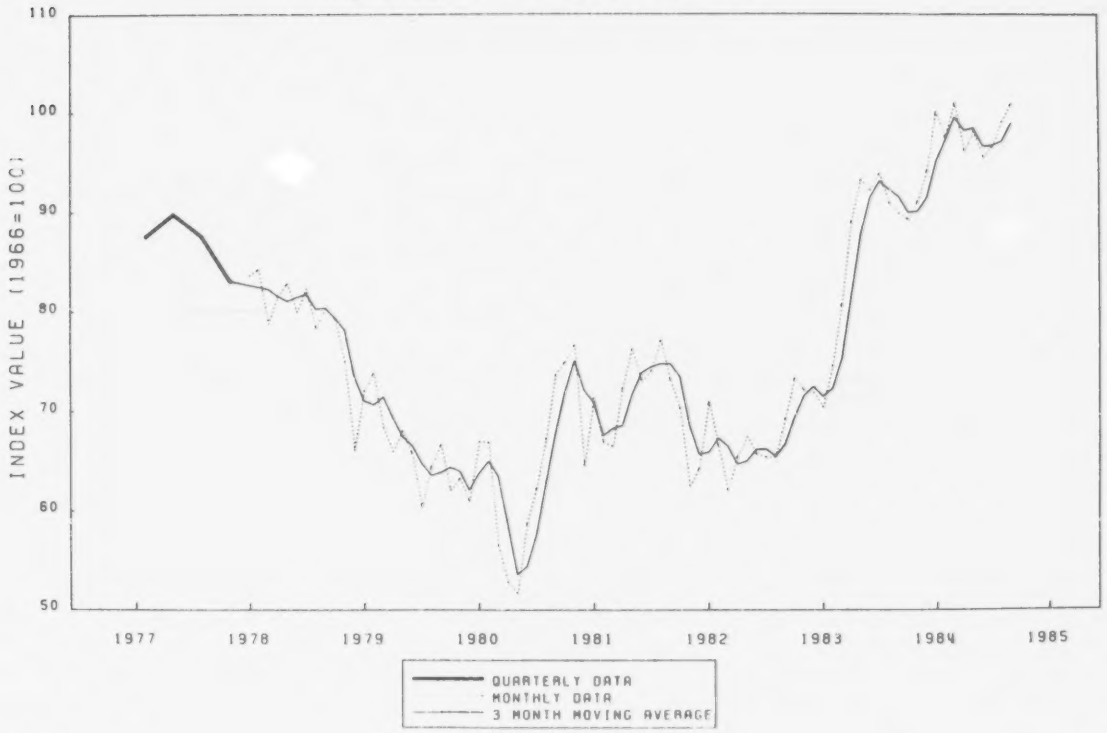


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT

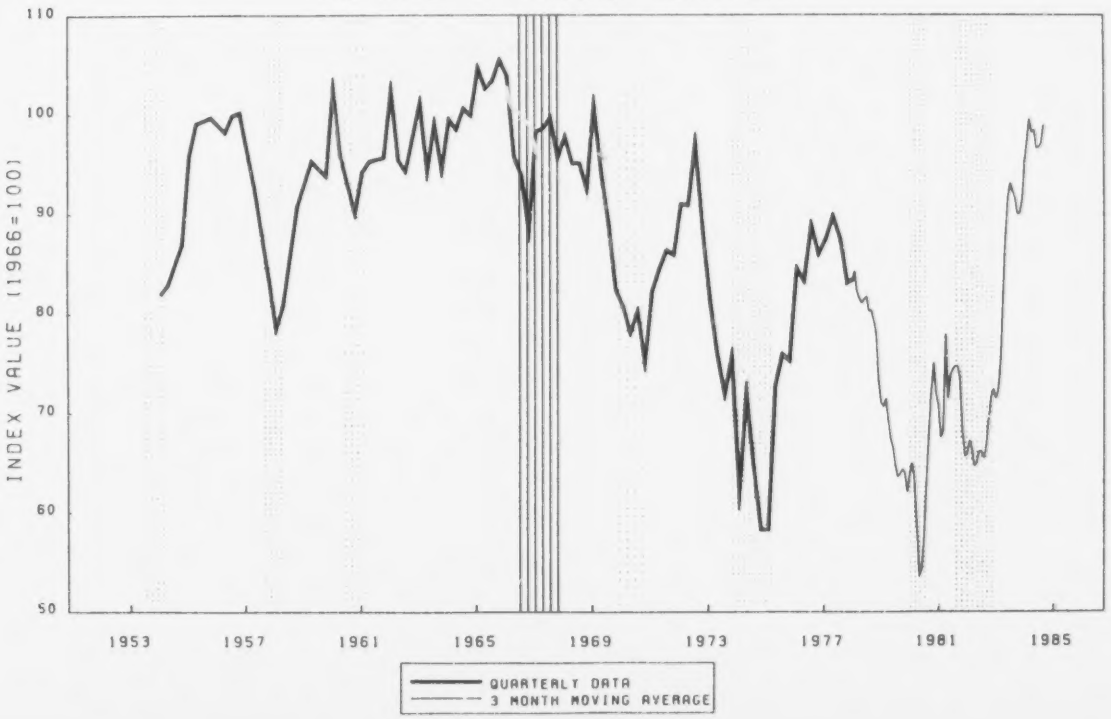


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $20,000	Families with incomes over $25,000
September 1981	73.1	75.2	73.3
October 1981	70.3	74.5	77.9
November 1981	62.5	67.2	66.3
December 1981	64.3	71.0	71.1
January 1982	71.0	77.9	77.8
February 1982	66.5	71.5	72.8
March 1982	62.0	67.0	67.9
April 1982	65.5	71.5	73.2
May 1982	67.5	72.7	74.8
June 1982	65.7	71.4	72.9
July 1982	65.4	68.9	69.2
August 1982	65.4	71.0	73.6
September 1982	69.3	78.4	81.1
October 1982	73.4	77.5	80.9
November 1982	72.1	79.3	81.1
December 1982	71.9	78.0	80.5
January 1983	70.4	78.2	78.8
February 1983	74.6	79.9	81.3
March 1983	80.8	88.4	88.9
April 1983	89.1	97.1	99.0
May 1983	93.3	99.6	101.0
June 1983	92.2	101.2	102.5
July 1983	93.9	104.4	106.5
August 1983	90.9	101.2	103.5
September 1983	89.9	99.0	102.3
October 1983	89.3	99.5	101.9
November 1983	91.1	97.2	98.8
December 1983	94.2	101.7	104.5
January 1984	100.1	112.0	114.2
February 1984	97.4	109.6	111.2
March 1984	101.0	110.9	114.2
April 1984	96.1	103.9	105.5
May 1984	98.1	105.6	107.1
June 1984	95.5	104.4	104.5
July 1984	96.6	103.2	102.8
August 1984	99.1	106.7	109.2
September 1984	100.9	109.7	111.7

CHART 2A - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

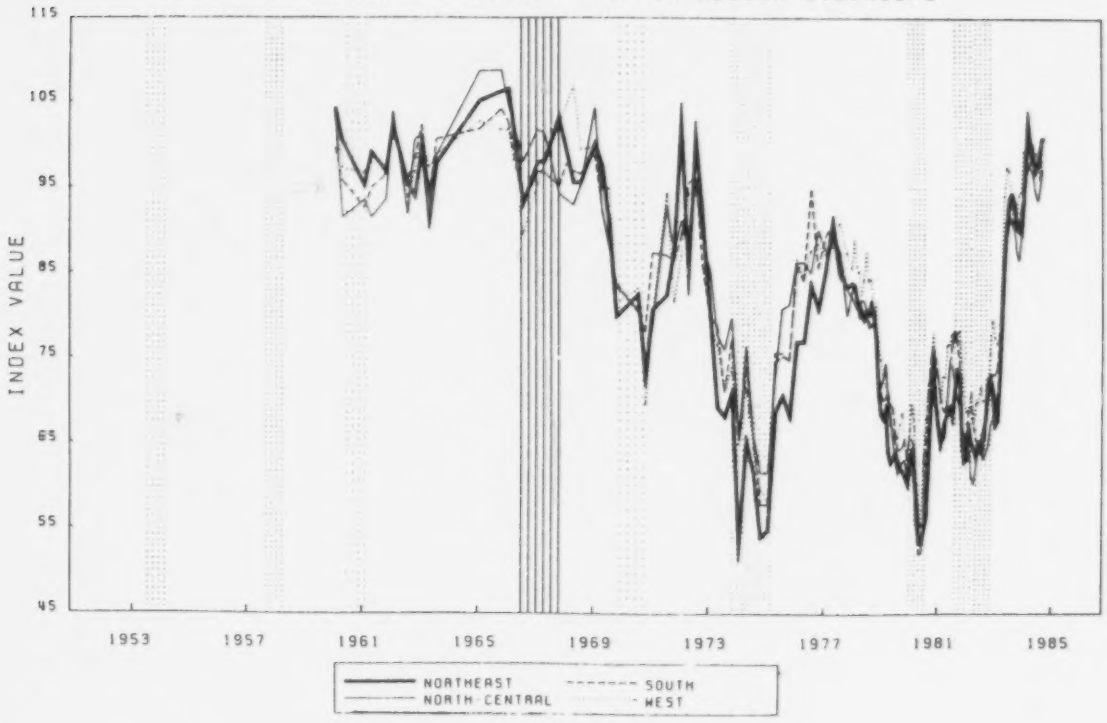


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

BEST AVAILABLE COPY

TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
September 1981	75.1	69.9	72.4	76.6	81.4	68.8	64.?
October 1981	67.9	68.2	68.9	79.0	80.7	65.9	64.8
November 1981	55.8	64.7	61.1	68.8	71.3	59.6	57.7
December 1981	65.0	65.3	64.4	61.6	70.9	65.3	56.7
January 1982	68.8	67.3	72.0	76.2	76.6	67.4	68.5
February 1982	65.9	60.6	71.8	68.8	71.5	68.3	59.0
March 1982	60.5	55.8	64.7	68.2	65.5	61.4	58.8
April 1982	67.2	64.6	65.0	65.8	70.6	65.5	60.4
May 1982	62.4	66.5	66.6	75.7	72.7	67.6	62.0
June 1982	65.4	65.0	64.9	68.6	72.4	64.4	60.3
July 1982	65.1	64.0	63.5	71.1	73.4	63.3	60.6
August 1982	68.1	60.6	64.0	70.6	72.6	62.9	60.2
September 1982	70.3	67.2	71.1	68.8	73.0	66.7	68.0
October 1982	77.8	66.2	74.1	79.3	81.2	72.1	65.5
November 1982	70.6	67.9	73.2	79.3	76.6	75.7	63.8
December 1982	66.1	70.0	72.5	80.4	78.9	71.7	64.2
January 1983	64.9	70.5	73.6	72.8	78.8	70.0	62.0
February 1983	72.1	72.3	75.8	77.2	82.1	68.3	72.4
March 1983	82.9	73.7	82.7	84.4	84.9	81.5	75.5
April 1983	89.1	88.0	87.2	95.6	95.8	90.5	80.5
May 1983	88.3	90.7	93.3	102.7	97.2	97.1	84.9
June 1983	95.1	88.7	92.5	94.1	97.8	94.4	83.9
July 1983	98.3	93.8	89.9	94.3	106.0	93.6	83.0
August 1983	89.6	92.0	91.3	89.6	99.2	92.9	80.0
September 1983	92.6	87.8	89.3	90.8	94.8	94.5	80.9
October 1983	89.9	83.7	91.5	93.5	94.2	93.8	77.8
November 1983	87.7	88.3	91.5	98.5	97.2	94.6	80.7
December 1983	91.4	96.2	95.2	92.2	102.3	97.5	81.8
January 1984	100.7	96.8	97.5	107.5	107.9	106.0	87.4
February 1984	102.3	98.4	93.5	97.1	106.2	98.9	86.5
March 1984	104.8	98.5	102.1	97.5	109.9	105.2	86.6
April 1984	92.5	95.3	98.2	99.3	106.5	95.9	87.0
May 1984	98.8	96.3	96.5	103.9	107.5	98.8	86.6
June 1984	100.1	92.1	95.0	93.7	103.0	97.1	85.9
July 1984	94.3	92.5	100.5	99.3	104.9	98.2	87.1
August 1984	103.1	100.2	97.5	95.4	106.8	105.3	85.2
September 1984	105.0	99.3	99.7	99.9	108.5	99.9	93.3

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

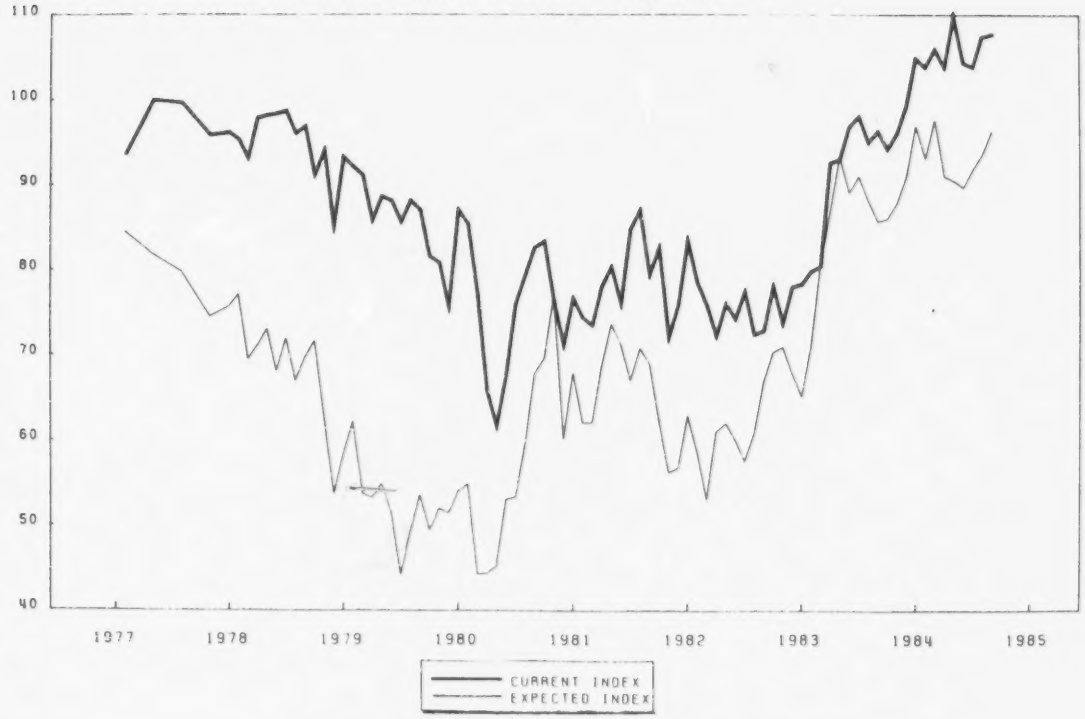


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

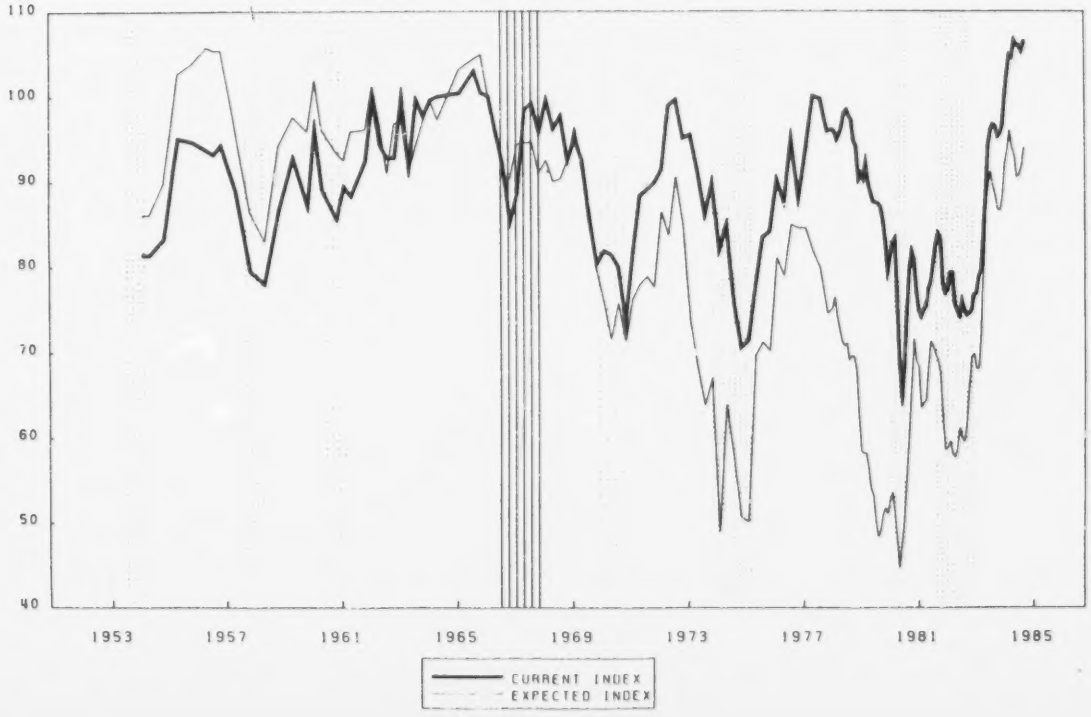


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
September 1981	94	113	80	80	109	79.5	69.3
October 1981	95	110	68	67	117	82.7	62.3
November 1981	85	110	54	56	99	72.1	56.3
December 1981	94	110	54	61	101	75.9	56.8
January 1982	92	115	66	70	124	83.5	62.9
February 1982	91	112	56	65	111	78.6	58.7
March 1982	89	106	44	60	106	75.9	53.1
April 1982	87	111	62	70	99	72.3	61.1
May 1982	94	113	62	72	102	76.1	62.0
June 1982	92	116	58	65	99	74.3	60.1
July 1982	90	113	53	63	110	77.5	57.6
August 1982	89	110	64	69	97	72.5	60.9
September 1982	89	116	76	74	98	72.9	66.9
October 1982	95	119	79	83	106	78.1	70.4
November 1982	85	121	77	86	105	73.8	71.0
December 1982	90	117	74	80	111	78.1	67.9
January 1983	91	115	76	69	111	78.4	65.2
February 1983	89	117	87	81	117	79.9	71.2
March 1983	92	126	113	85	115	80.5	80.9
April 1983	108	131	120	99	131	92.7	86.9
May 1983	101	137	139	100	139	93.1	93.4
June 1983	110	128	134	97	141	96.9	89.2
July 1983	111	126	136	104	143	98.1	91.1
August 1983	106	124	130	100	140	95.1	88.2
September 1983	109	125	125	95	140	96.4	85.8
October 1983	104	124	124	98	140	94.3	86.1
November 1983	111	127	129	98	138	96.1	87.9
December 1983	123	125	140	102	134	99.3	91.0
January 1984	117	129	154	108	155	104.9	97.0
February 1984	119	130	139	106	151	103.9	93.2
March 1984	122	135	146	113	153	106.0	97.7
April 1984	117	124	136	106	153	103.9	91.1
May 1984	121	129	131	105	164	109.8	90.6
June 1984	126	124	131	106	145	104.4	89.8
July 1984	117	124	133	113	152	103.9	91.9
August 1984	125	129	137	111	153	107.5	93.7
September 1984	125	131	142	116	154	107.8	96.4

(1) See Table 4.
(2) See Table 6.
(3) See Table 18.
(4) See Table 19.
(5) See Table 26.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

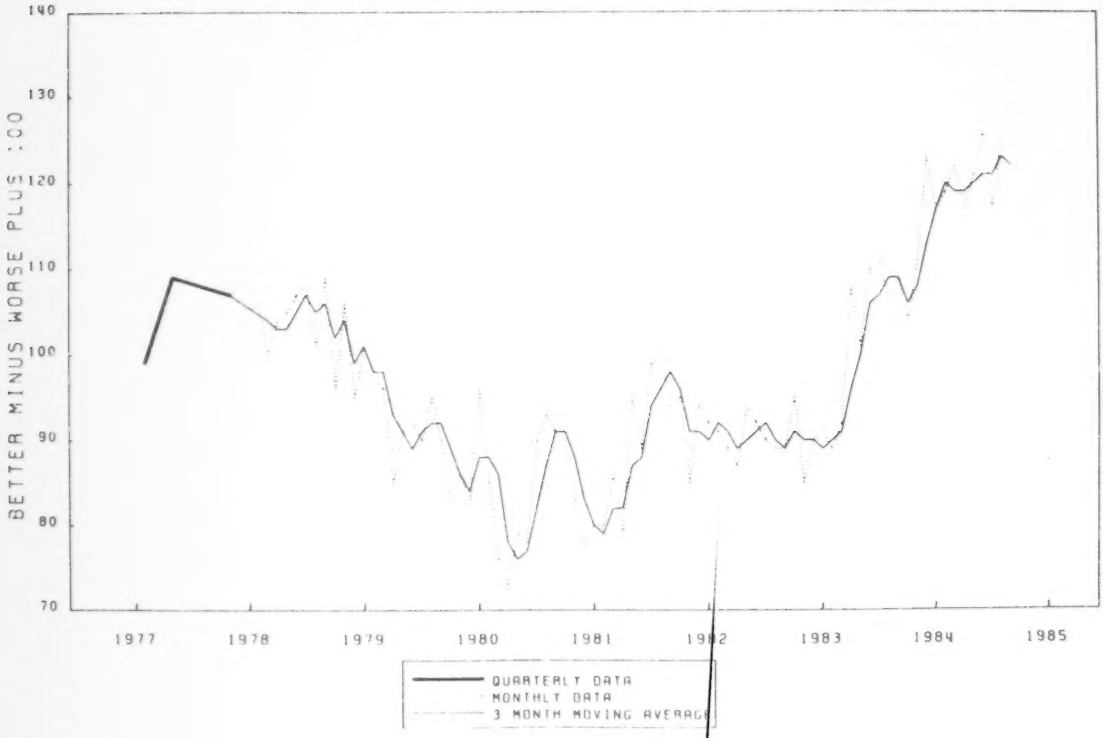


CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

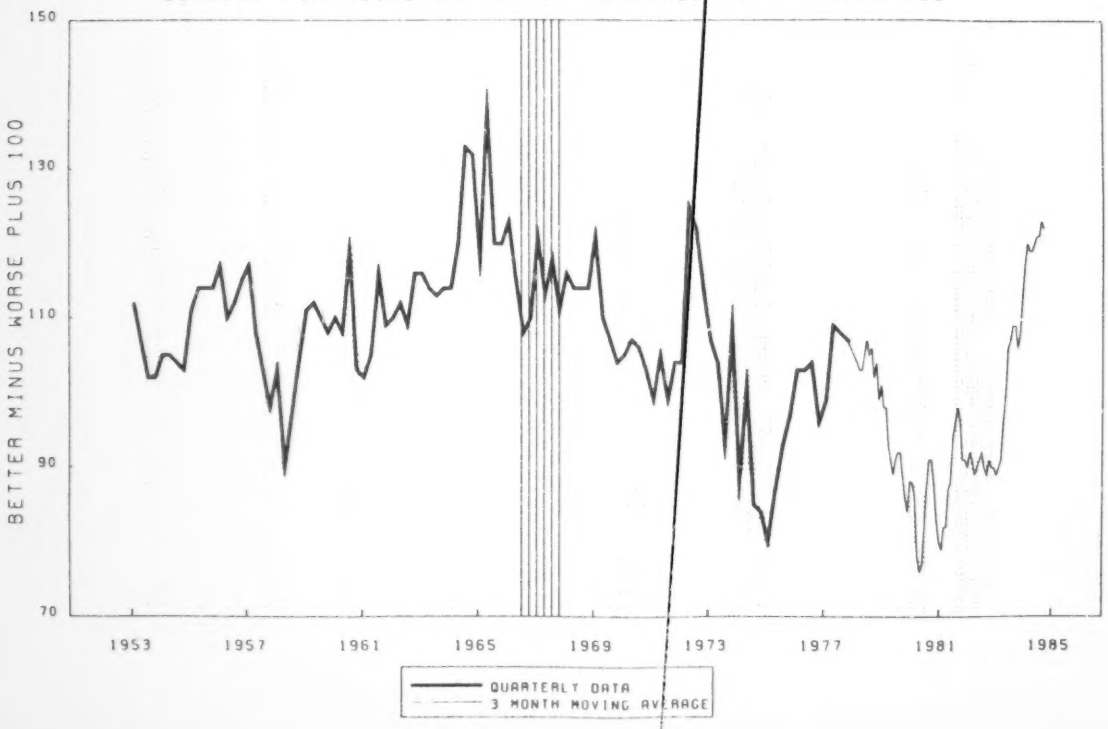


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
BETTER OFF	38%	36%	38%	45%	42%	44%	48%	43%	44%	47%	42%	48%	45%
SAME	33	32	35	33	32	31	26	30	33	31	33	29	35
WORSE OFF	29	32	27	22	25	25	26	26	23	21	25	23	20
DK,NA	*	*	*	*	1	*	*	1	*	1	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

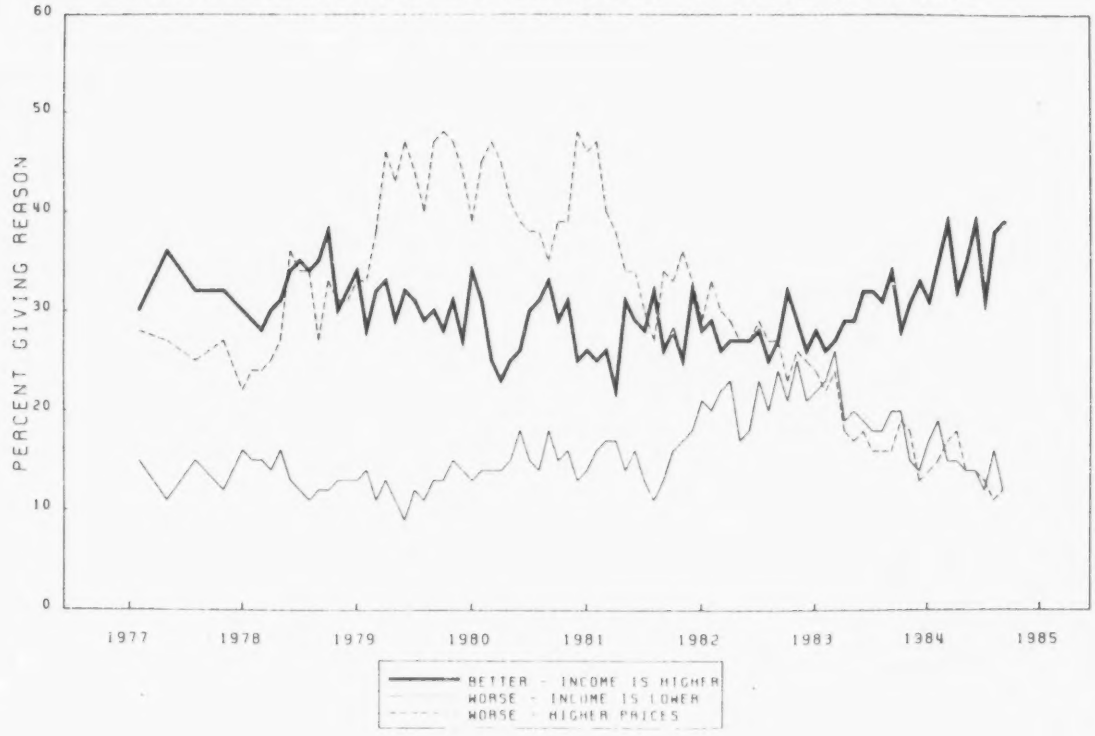


CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

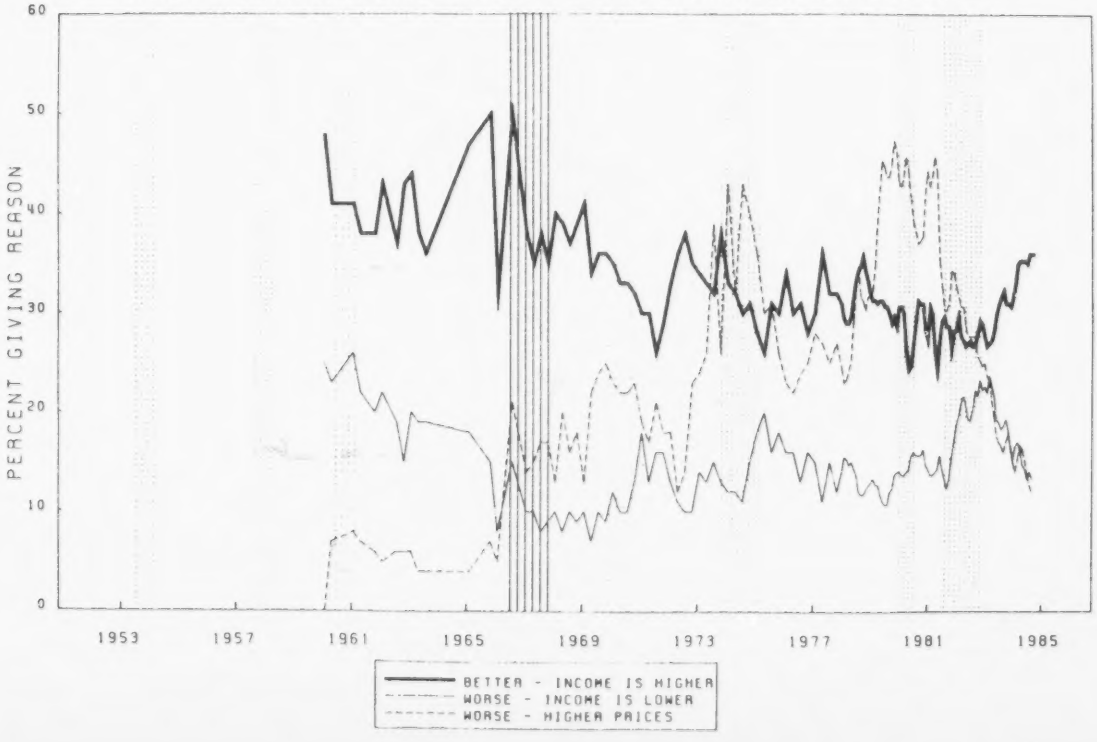


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
BETTER OFF THAN YEAR AGO:													
Income is higher	34%	28%	31%	33%	31%	35%	39%	32%	35%	39%	31%	38%	39%
WORSE OFF THAN YEAR AGO:													
Income is lower	20	20	15	14	17	19	15	15	14	14	12	16	12
Higher prices	16	19	18	13	14	15	17	18	14	14	13	11	12

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

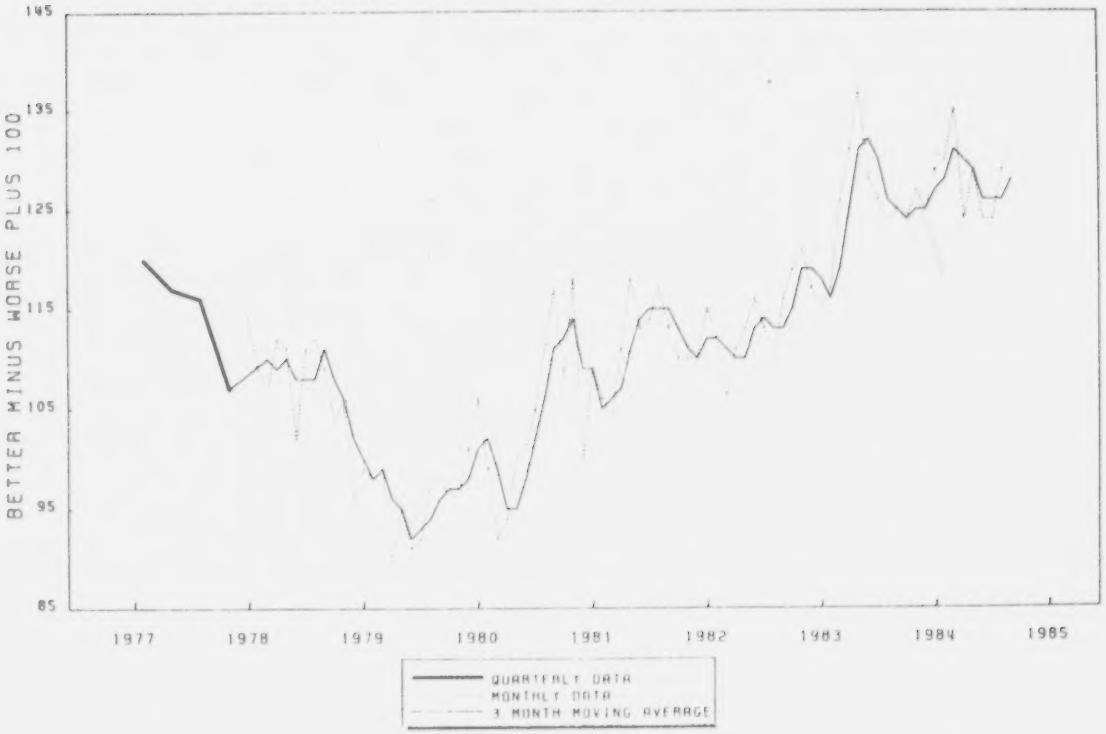


CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

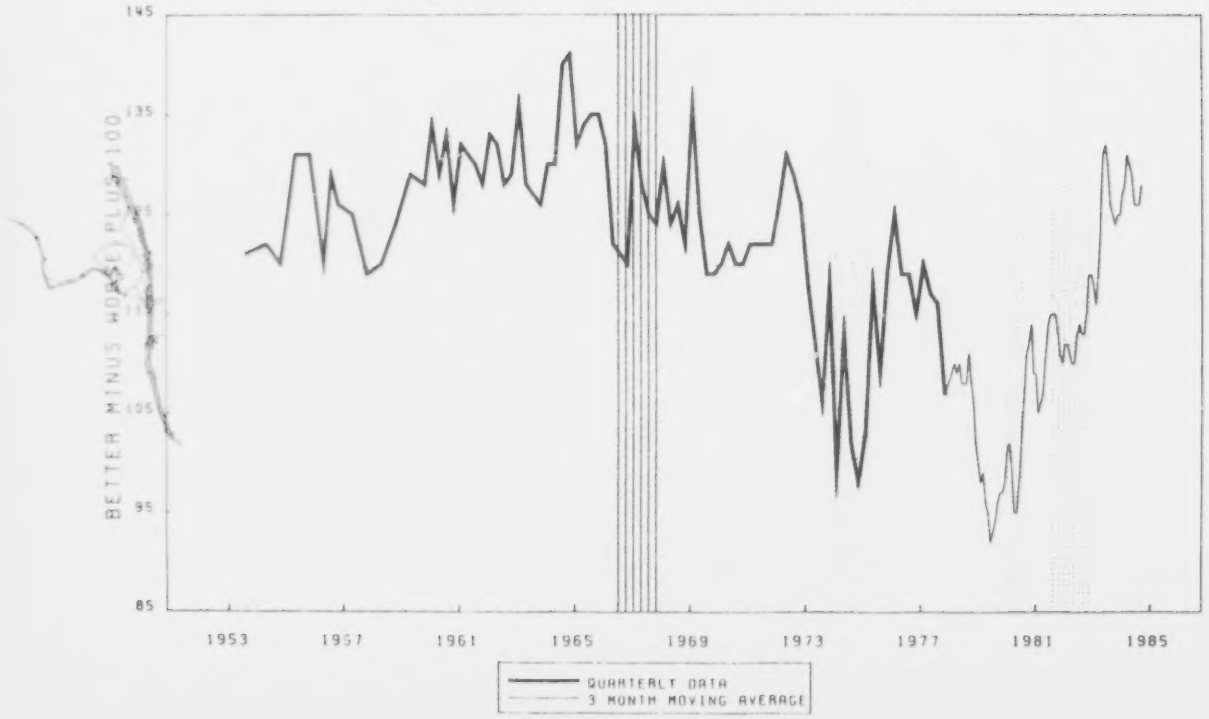


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
BETTER OFF	37%	37%	38%	35%	38%	41%	44%	37%	40%	35%	34%	38%	39%
SAME	48	46	47	51	50	44	44	48	47	52	51	49	49
WORSE OFF	12	13	11	10	9	11	9	13	11	11	10	9	8
DK,NA	3	4	4	4	3	4	3	2	2	2	5	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

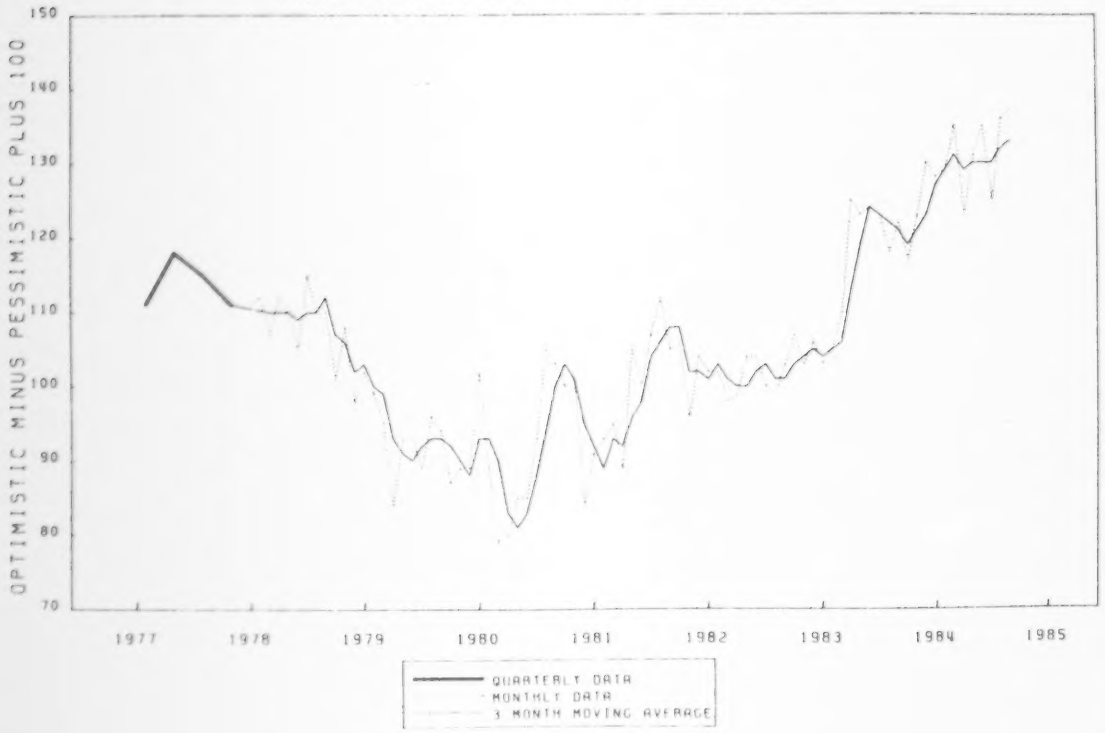


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	18%	19%	20%	22%	22%	24%	27%	23%	23%	20%	22%	24%	25%
Intermittent increase (b)	27	23	23	26	26	25	27	22	24	32	24	30	28
Remain unchanged (c)	18	18	21	22	18	17	14	19	21	19	21	17	20
Intermittent decline (d)	17	18	15	13	16	16	14	16	12	12	16	13	12
Continuous decline (e)	6	7	5	5	4	4	5	6	4	5	5	5	4
Mixed change (f)	11	11	11	8	10	10	10	11	14	10	7	8	7
DK,NA	3	4	5	4	4	4	3	3	2	2	5	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

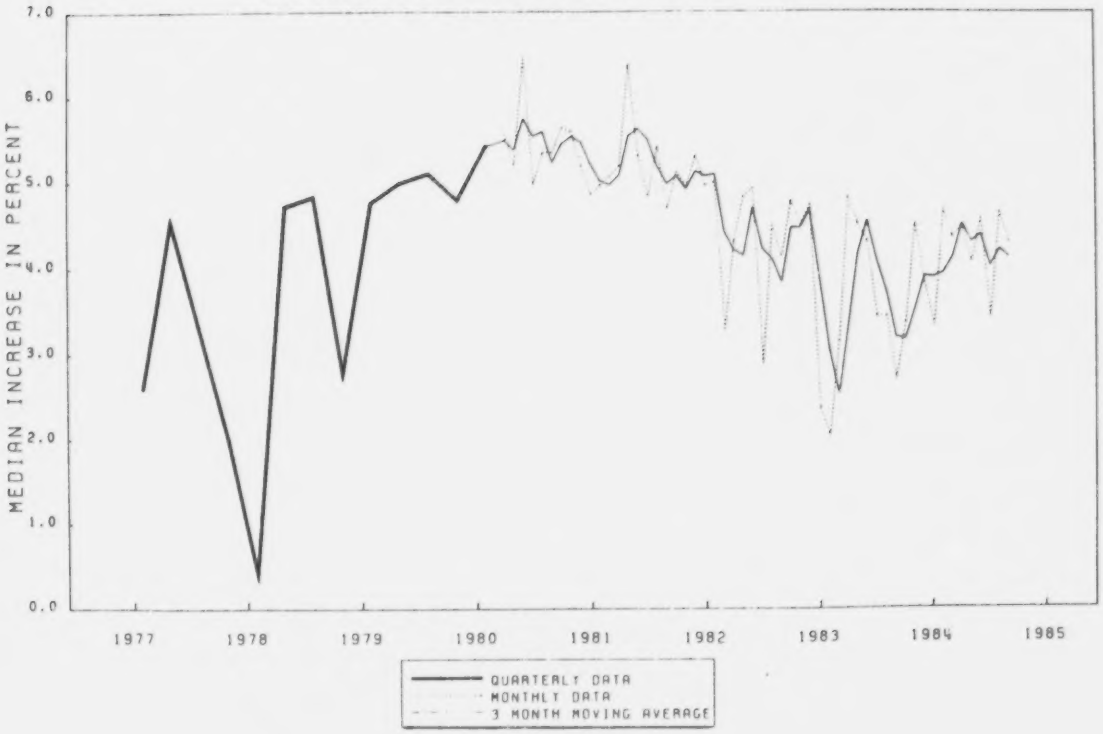


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
EXPECT INCREASE:													
1-4%	11%	11%	12%	12%	15%	13%	14%	11%	11%	12%	17%	13%	15%
5%	12	10	9	10	11	13	9	11	9	11	12	11	10
6-9%	5	10	8	10	8	10	8	8	7	12	8	11	10
10-24%	14	15	19	16	16	19	18	18	21	17	17	18	18
25% or more	9	7	8	7	7	6	11	8	8	7	6	7	7
DK how much up	6	5	7	5	4	4	6	5	6	3	4	3	4
EXPECT SAME	30	26	23	26	27	22	26	22	26	24	23	24	23
EXPECT DOWN	12	13	11	12	10	11	7	15	11	11	11	11	11
DK,NA	1	3	3	2	2	2	1	2	1	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE DURING THE LAST YEAR

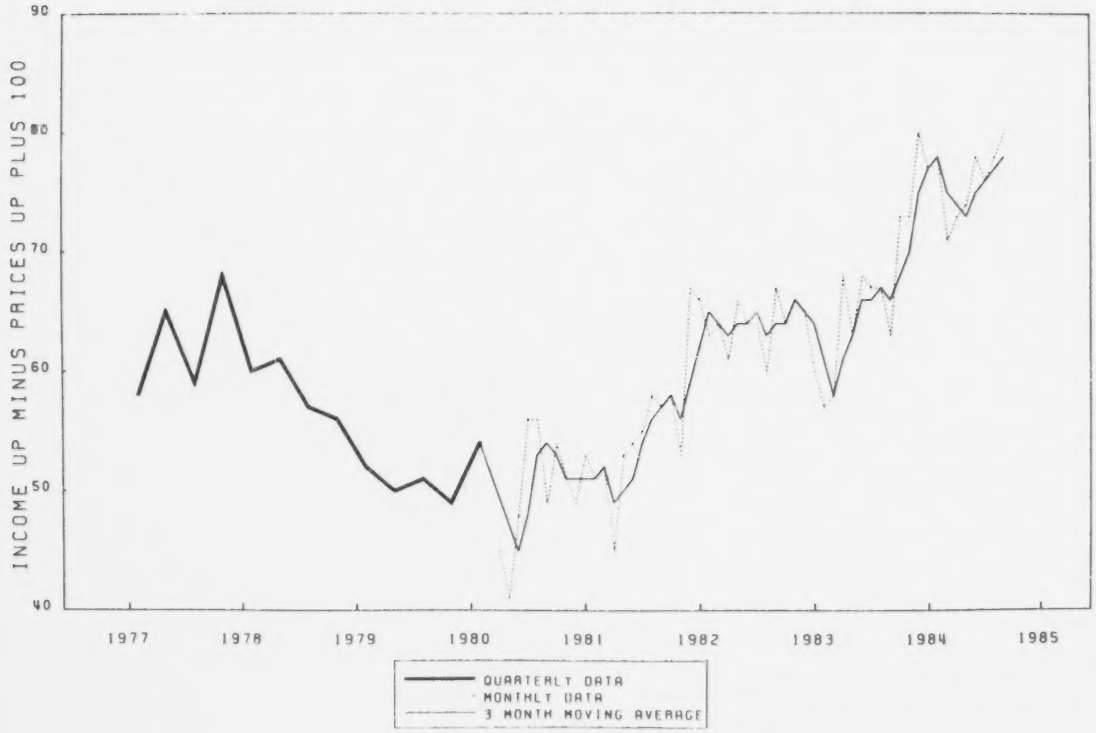


TABLE 9

PAST CHANGE IN REAL FAMILY INCOME

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
INCOME UP MORE	15%	20%	22%	23%	23%	22%	20%	20%	20%	21%	21%	21%	22%
INCOME UP SAME	31	32	28	32	29	32	30	32	33	34	33	34	36
PRICES UP MORE	52	47	49	43	46	44	49	47	46	43	45	43	42
DK,NA	2	1	1	2	2	2	1	1	1	2	1	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "During the last year or two, would you say that your (family) income went up more than prices, went up about the same as prices, or went up less than prices?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

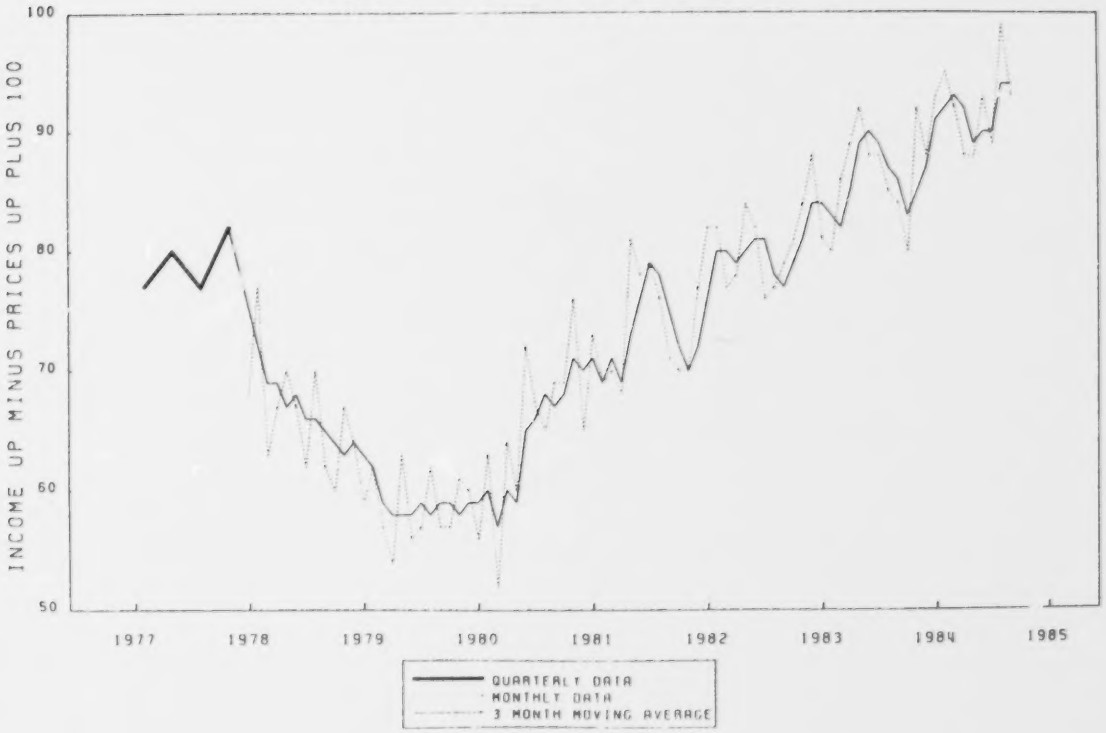


TABLE 10

EXPECTED CHANGE IN REAL FAMILY INCOME

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
INCOME UP MORE	19%	18%	23%	20%	23%	24%	23%	21%	22%	22%	22%	25%	23%
INCOME UP SAME	44	41	42	45	45	45	44	43	42	47	41	45	44
PRICES UP MORE	35	38	31	32	30	29	31	33	34	29	33	26	30
DK,NA	2	3	4	3	2	2	2	3	2	2	4	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 11 - RECENT CHANGES

TREND IN INCOME AND PRICE COMPARISON

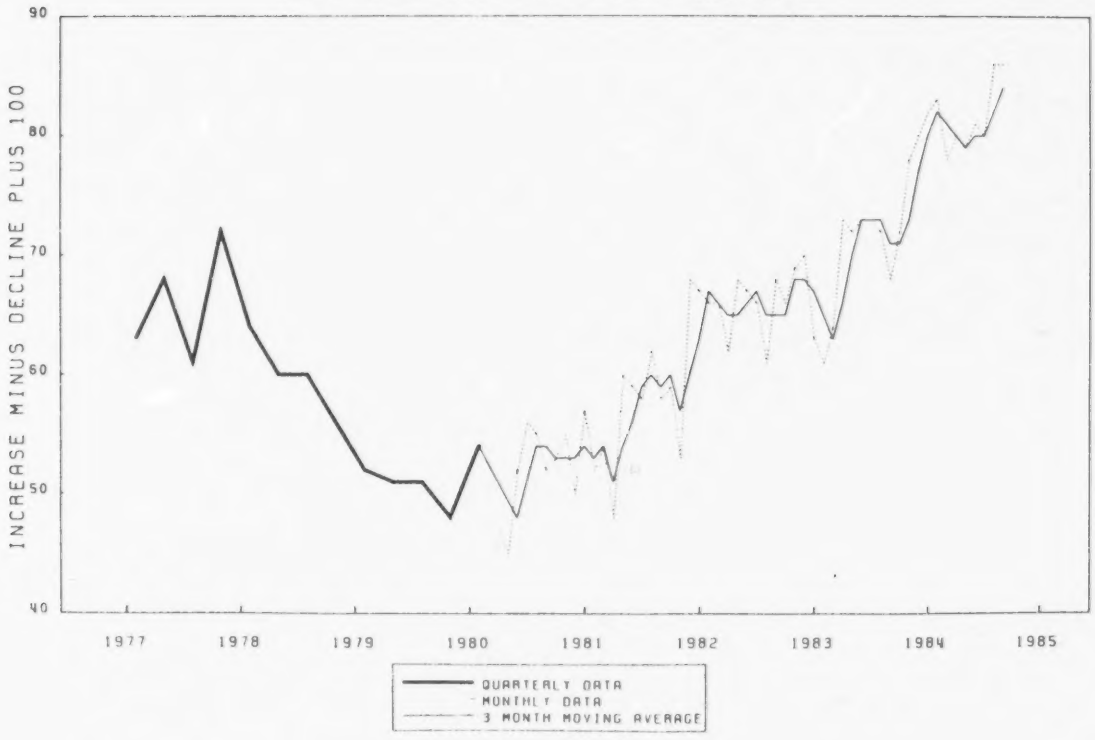


TABLE 11

TREND IN FAMILY INCOME AND PRICES COMPARISONS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
REAL INCOME PROGRESS:													
Continuous increase (a)	8%	11%	13%	12%	12%	13%	12%	10%	9%	11%	10%	12%	12%
Intermittent increase (b)	10	10	12	14	14	13	12	14	17	13	14	15	16
Remain unchanged (c)	21	20	17	19	19	20	20	21	17	22	20	21	22
Intermittent decline (d)	23	21	23	23	21	22	20	18	22	23	20	22	20
Continuous decline (e)	27	28	24	23	23	21	26	26	25	20	24	19	22
Mixed change (f)	8	7	7	6	8	6	8	7	7	8	8	6	5
DK,NA	3	3	4	3	3	5	2	4	3	3	4	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

Combination of the responses to the questions on Tables 9 and 10.

Key: (a) Income up more last year/Income up more next year
(b) Income up more/Same or Income up same/More
(c) Income up same/Same
(d) Prices up more/Same or Prices up same/More
(e) Prices up more/More
(f) Income up more/Prices up more or Prices up more/Income up more

CHART 12 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

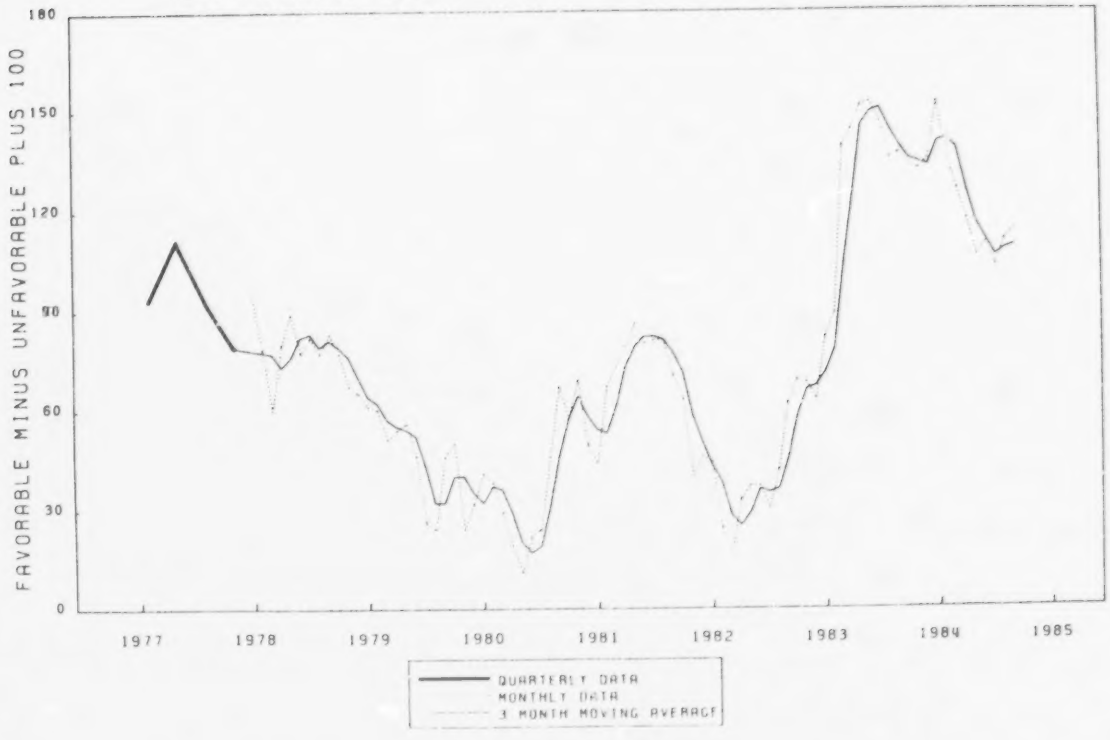


CHART 13 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

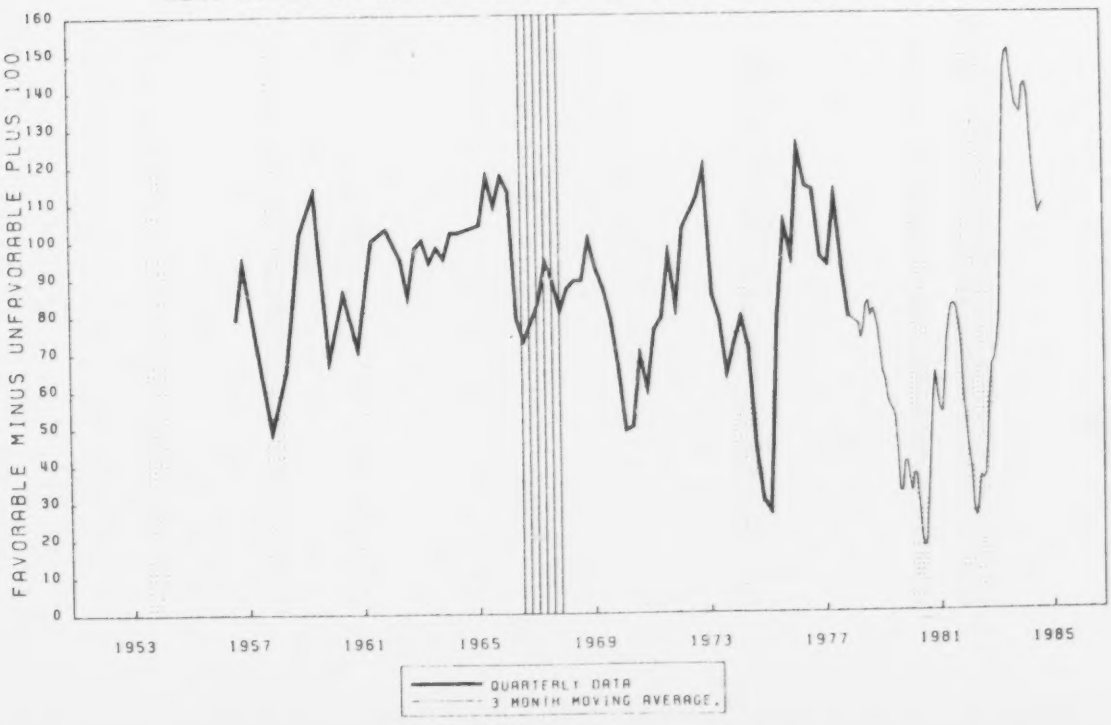


TABLE 12

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
FAVORABLE NEWS	64%	63%	62%	60%	78%	66%	58%	49%	47%	50%	42%	51%	52%
UNFAVORABLE NEWS	27	30	30	25	26	31	32	32	41	40	39	40	38
NO MENTIONS	43	41	39	42	33	38	43	46	41	41	46	39	41

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 13B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

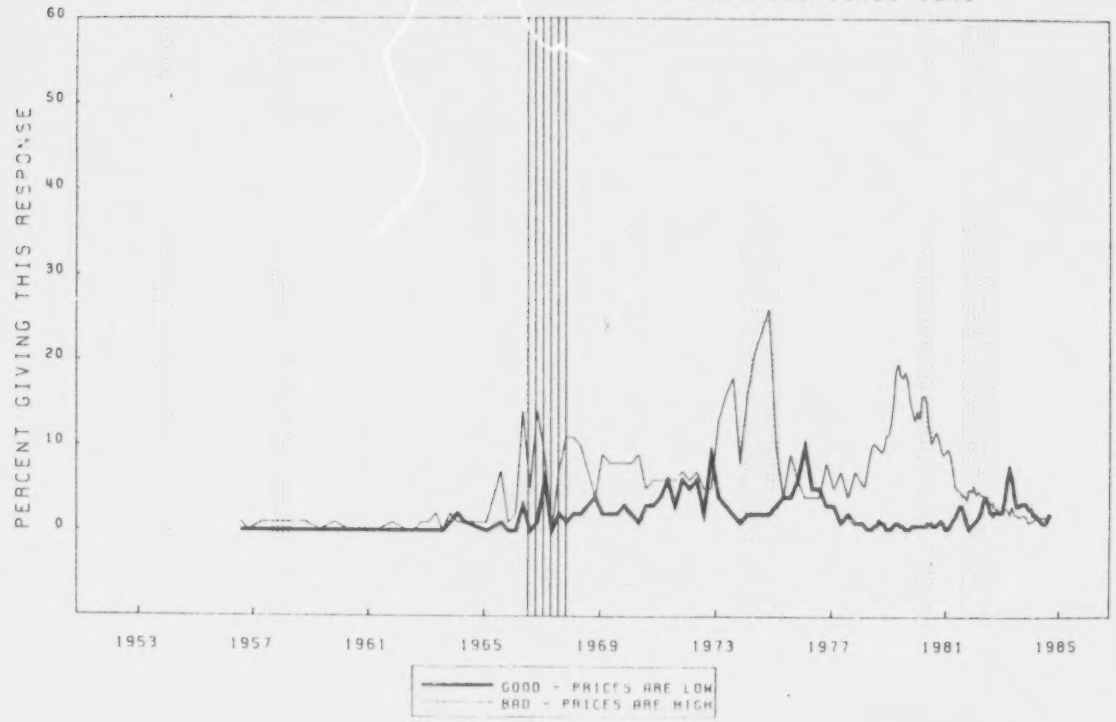


CHART 13B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

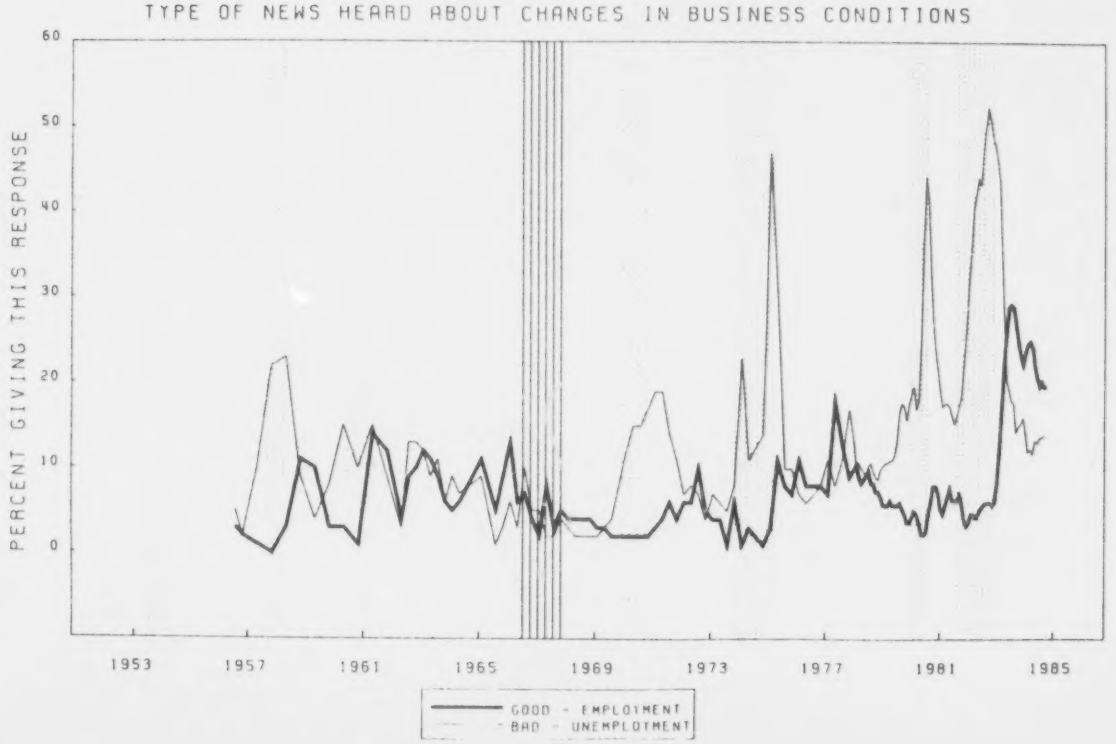


TABLE 13

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
FAVORABLE NEWS:													
Government; elections	1%	2%	2%	1%	3%	2%	1%	1%	1%	2%	2%	2%	3%
Employment	25	23	22	22	27	25	25	23	18	21	20	20	19
Consumer demand high	11	11	13	12	18	15	10	8	10	8	4	7	7
Prices are low	4	3	3	2	3	1	2	1	1	1	1	2	3
Credit is easy	8	7	5	4	5	4	5	4	2	3	2	4	3
UNFAVORABLE NEWS:													
Government; elections	1	1	2	3	2	5	4	2	3	2	4	4	4
Unemployment	11	18	17	13	13	10	14	11	15	13	13	15	14
Consumer demand low	1	1	2	*	2	1	1	*	2	1	2	2	2
Prices are high	3	1	1	1	2	1	2	1	2	2	1	2	2
Credit is tight	4	2	1	2	1	2	3	9	10	12	13	9	6
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 14 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

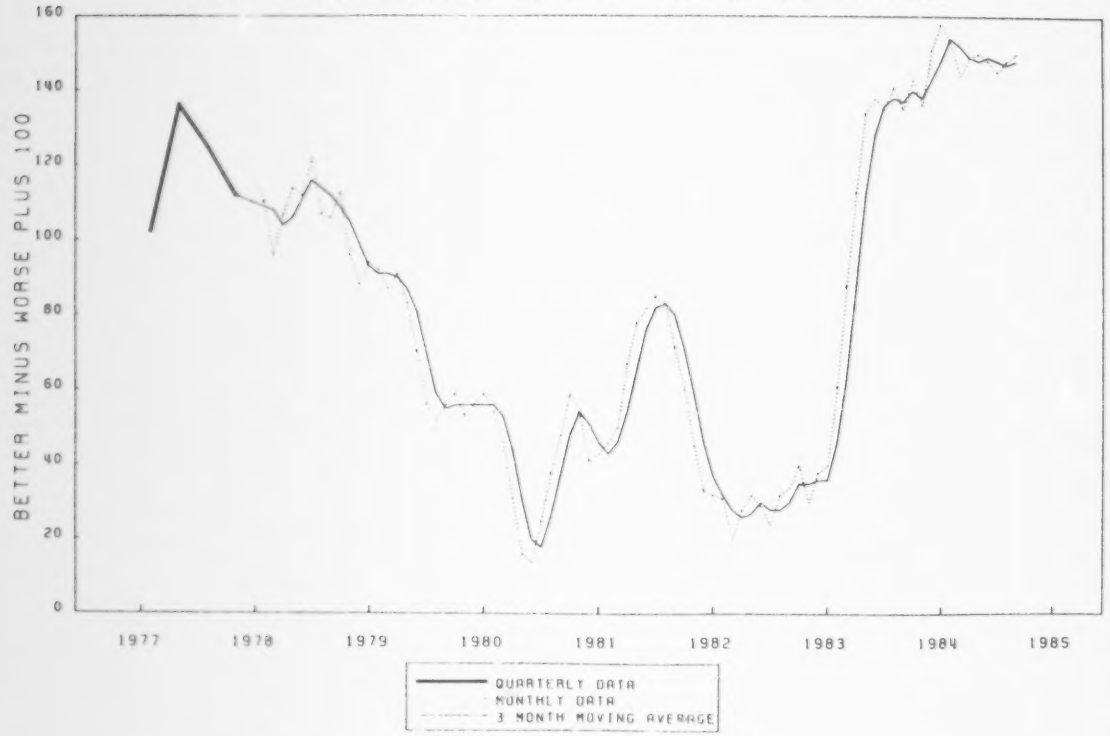


CHART 14 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

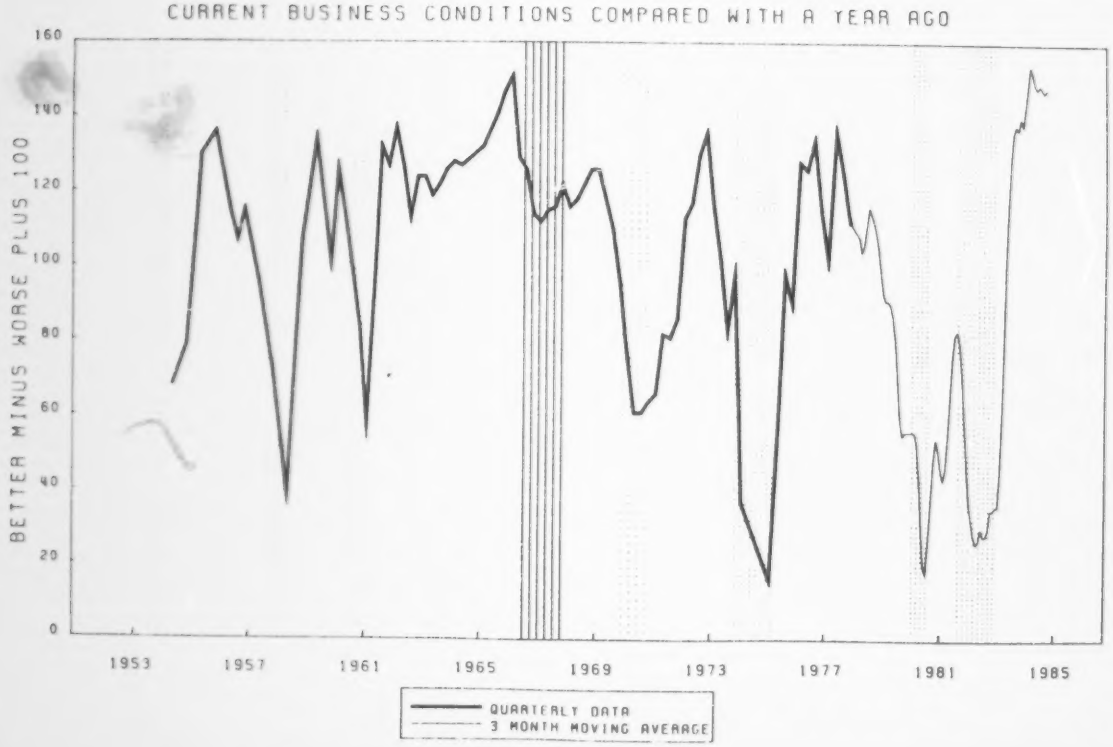


TABLE 14

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
BETTER NOW	62%	66%	63%	71%	75%	72%	67%	68%	70%	67%	67%	68%	68%
SAME	10	9	8	8	6	8	9	11	9	12	9	11	12
WORSE NOW	27	23	27	20	17	19	23	19	20	19	22	20	18
DK,NA	1	2	2	1	2	1	1	2	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 15 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

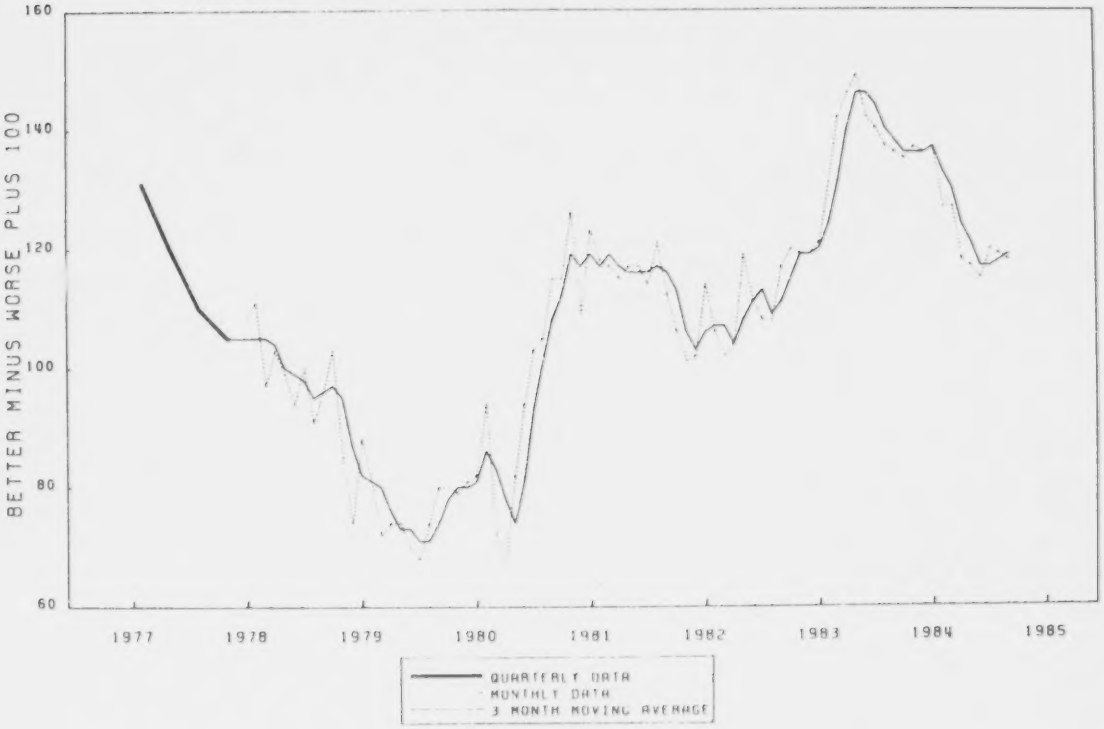


CHART 15 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

TABLE 15

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
BETTER	46%	46%	46%	44%	46%	38%	38%	32%	31%	30%	32%	33%	33%
SAME	42	41	43	45	43	48	49	52	53	53	51	49	48
WORSE	10	11	9	8	9	11	11	14	14	15	12	14	15
DK,NA	2	2	2	3	2	3	2	2	2	2	5	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 16A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

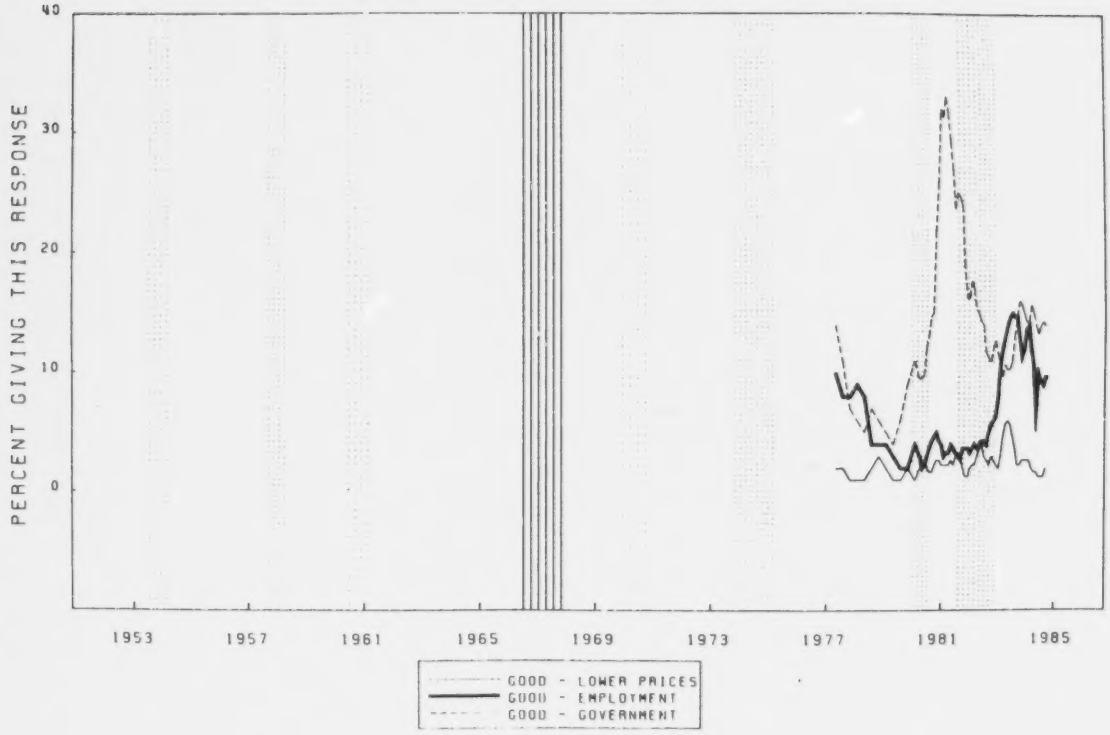


CHART 16B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUSINESS CONDITIONS IN A YEAR

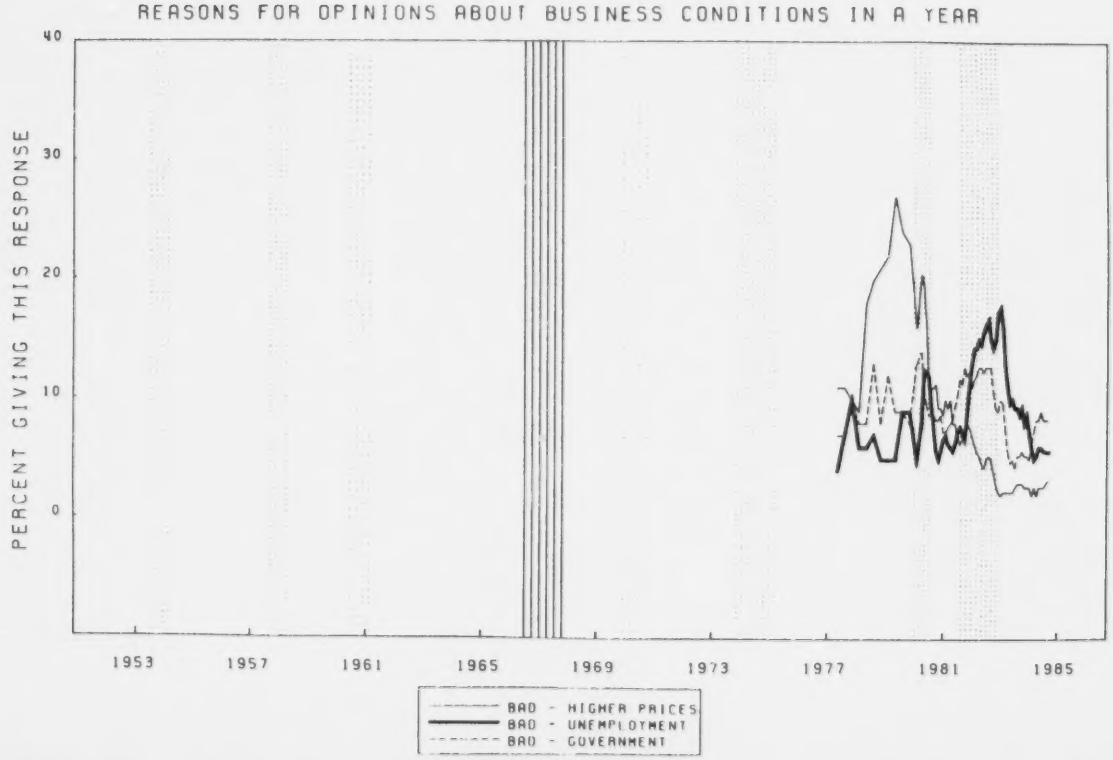


TABLE 16

REASONS FOR OPINIONS ABOUT CHANGES IN BUSINESS CONDITIONS IN A YEAR +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
FAVORABLE REASONS:													
Government; elections	15%	17%	15%	13%	15%	15%	17%	13%	12%	15%	15%	13%	14%
Employment	14	10	10	16	15	11	10	11	9	10	9	8	12
Higher consumer demand	7	8	8	8	8	5	4	4	5	4	5	5	2
Lower prices	2	3	2	3	3	1	2	1	2	1	1	2	3
Easier credit	5	6	4	4	3	4	2	2	2	2	4	4	4
UNFAVORABLE REASONS:													
Government; elections	6	5	5	6	4	9	9	7	9	11	5	9	11
Unemployment	9	10	8	8	6	4	5	7	6	5	6	6	5
Lower consumer demand	1	3	2	2	2	1	1	2	2	2	2	3	2
Higher prices	2	3	3	2	3	1	3	2	3	2	3	4	3
Tighter credit	2	2	2	1	2	4	2	7	7	8	7	5	4
Energy crisis	*	*	*	*	*	*	*	*	*	*	*	*	*

The question was: "Why do you expect business conditions to be better/the same/worse a year from now?" following the question on table 15.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 17 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

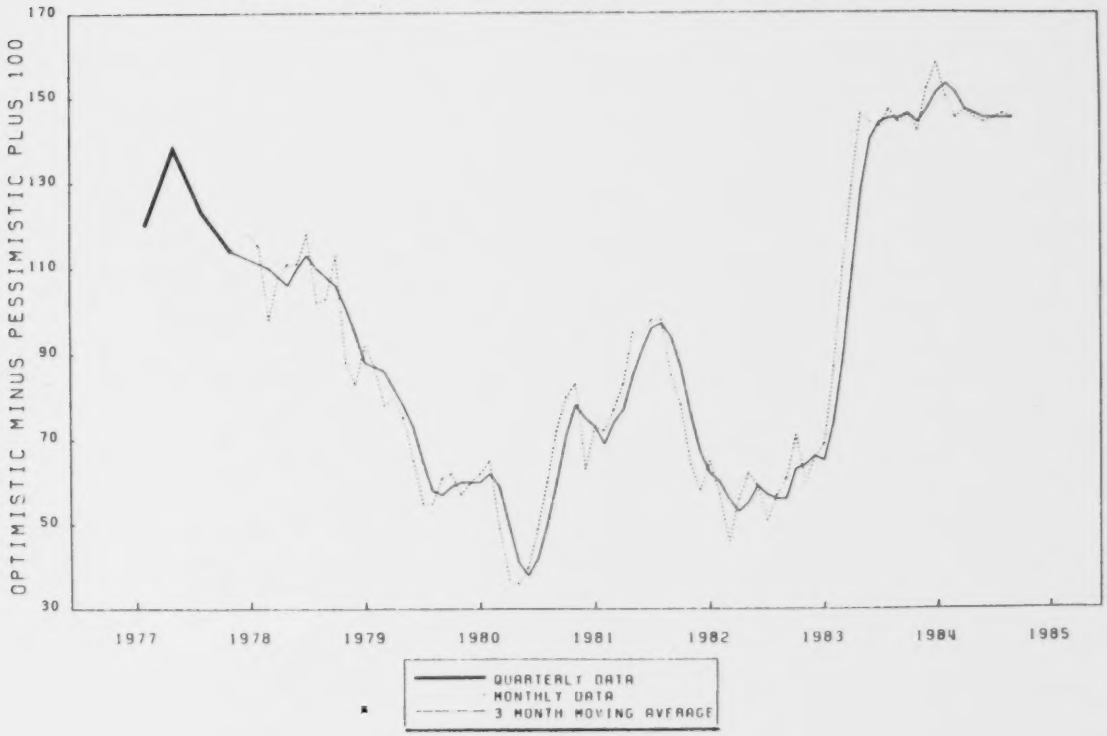


CHART 17 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

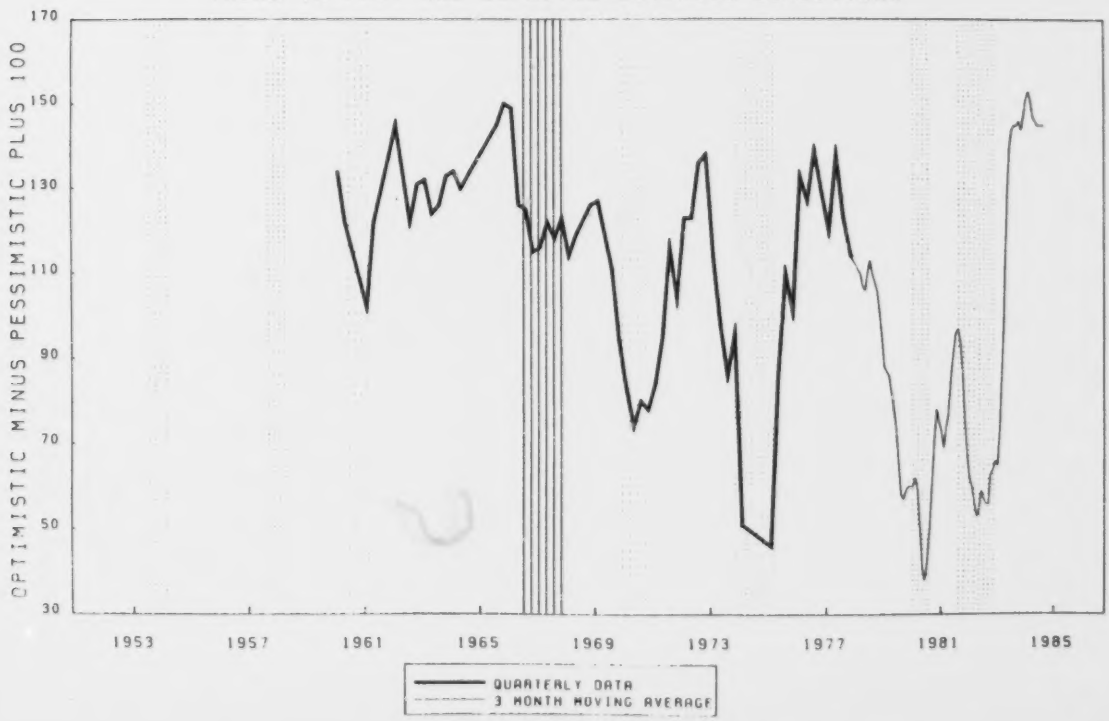


TABLE 17

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
TREND:													
Continuous increase (a)	34%	39%	36%	38%	41%	32%	31%	25%	27%	25%	25%	25%	27%
Intermittent increase (b)	28	26	27	30	31	34	32	39	36	37	38	36	35
Remain unchanged (c)	7	5	4	6	4	5	6	7	7	7	4	6	6
Intermittent decline (d)	12	13	17	12	10	12	14	10	13	11	12	10	11
Continuous decline (e)	6	6	4	4	4	4	4	7	5	7	6	5	6
Mixed change (f)	10	7	9	7	7	10	10	9	10	9	9	12	10
DK,NA	3	4	3	3	3	3	3	3	2	4	6	6	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

Combination of the responses to the questions on Tables 14 and 15.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 18 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

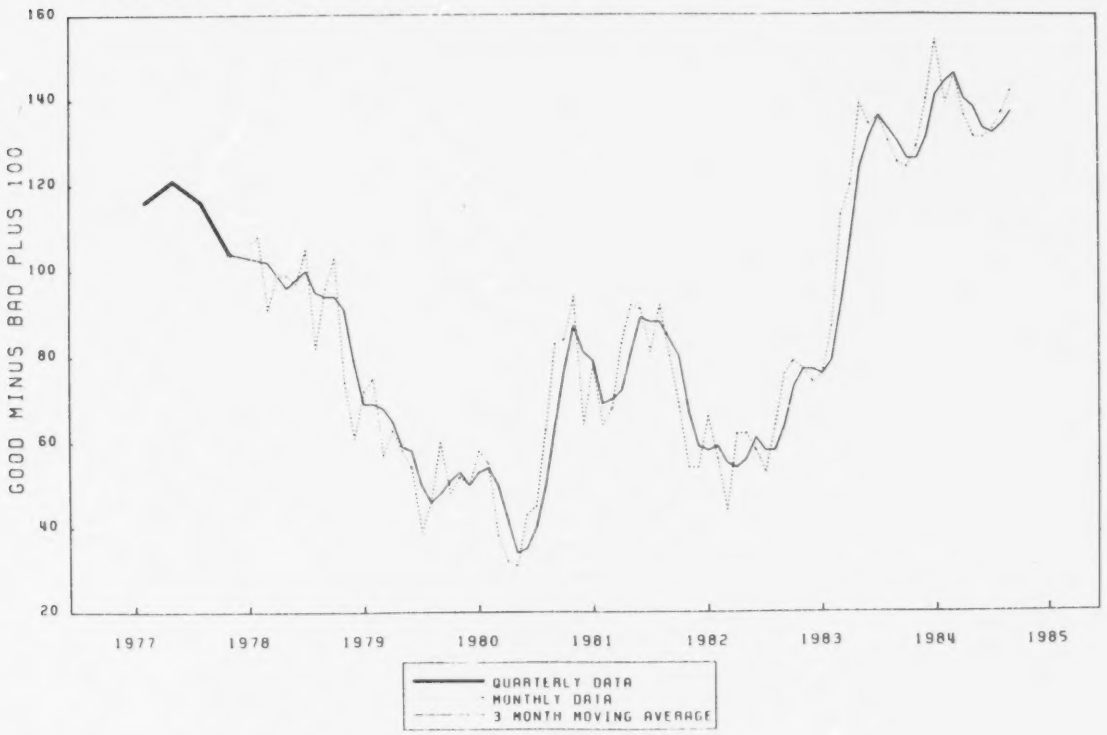


CHART 18 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

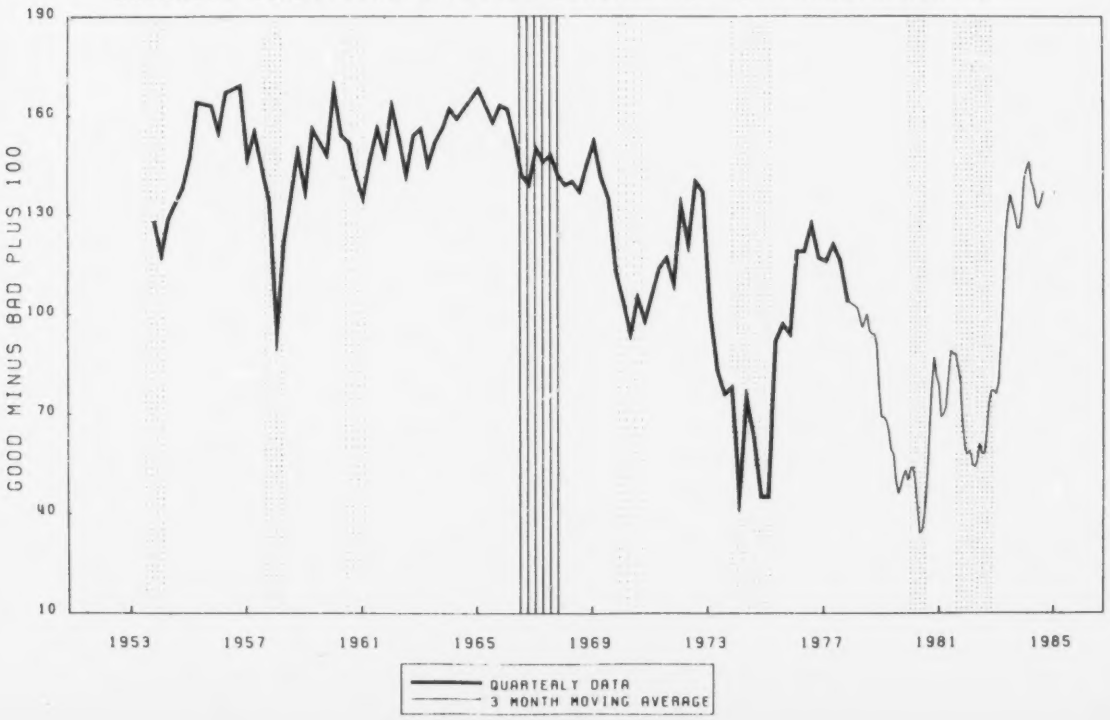


TABLE 18

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIMES	58%	58%	59%	67%	73%	65%	69%	63%	60%	60%	61%	62%	66%
UNCERTAIN; GOOD & BAD	2	3	3	2	2	2	2	3	3	2	2	3	3
BAD TIMES	33	34	30	27	19	26	23	27	29	29	28	25	24
DON'T KNOW	5	4	6	3	5	5	4	5	5	6	6	7	6
NOT ASCERTAINED	2	1	2	1	1	2	2	2	3	3	3	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 19 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

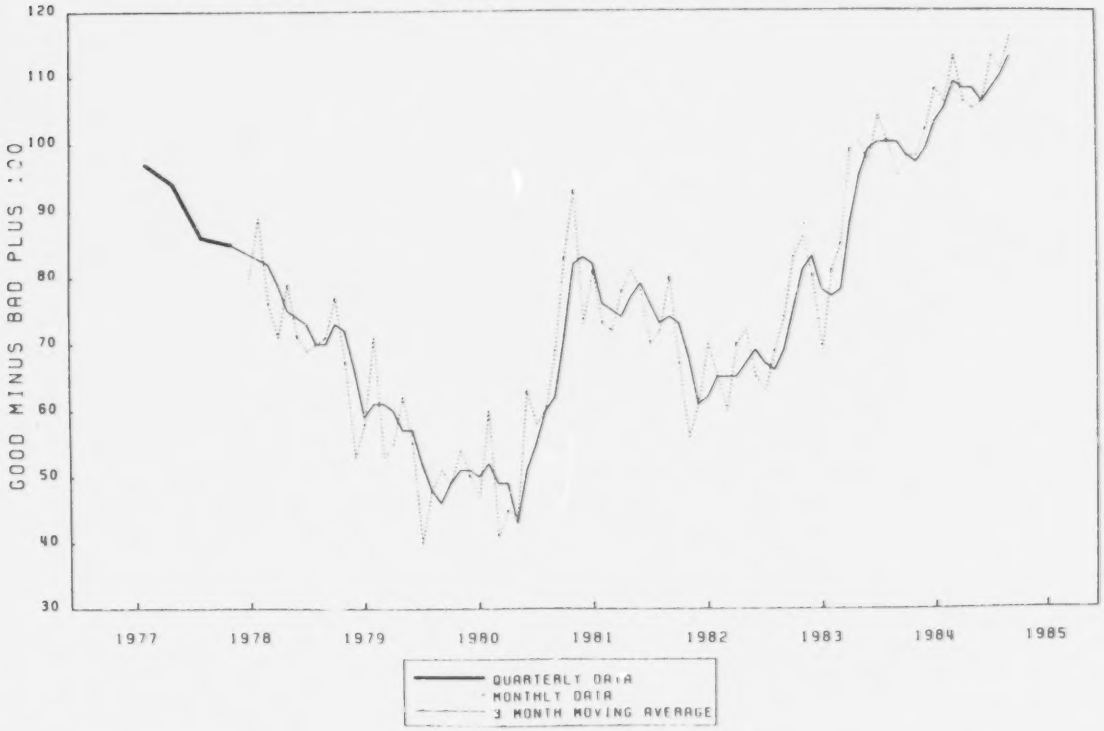


CHART 19 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

TABLE 19

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIMES	37%	39%	39%	39%	44%	42%	47%	41%	43%	42%	44%	47%	47%
UNCERTAIN; GOOD & BAD	19	17	15	21	17	16	15	19	15	17	19	13	17
BAD TIMES	42	41	41	37	36	36	34	35	38	36	31	36	31
NOT ASCERTAINED	2	3	5	3	3	6	4	5	4	5	6	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 20 - RECENT CHANGES

EXPECTED CHANGE IN UNEMPLOYMENT

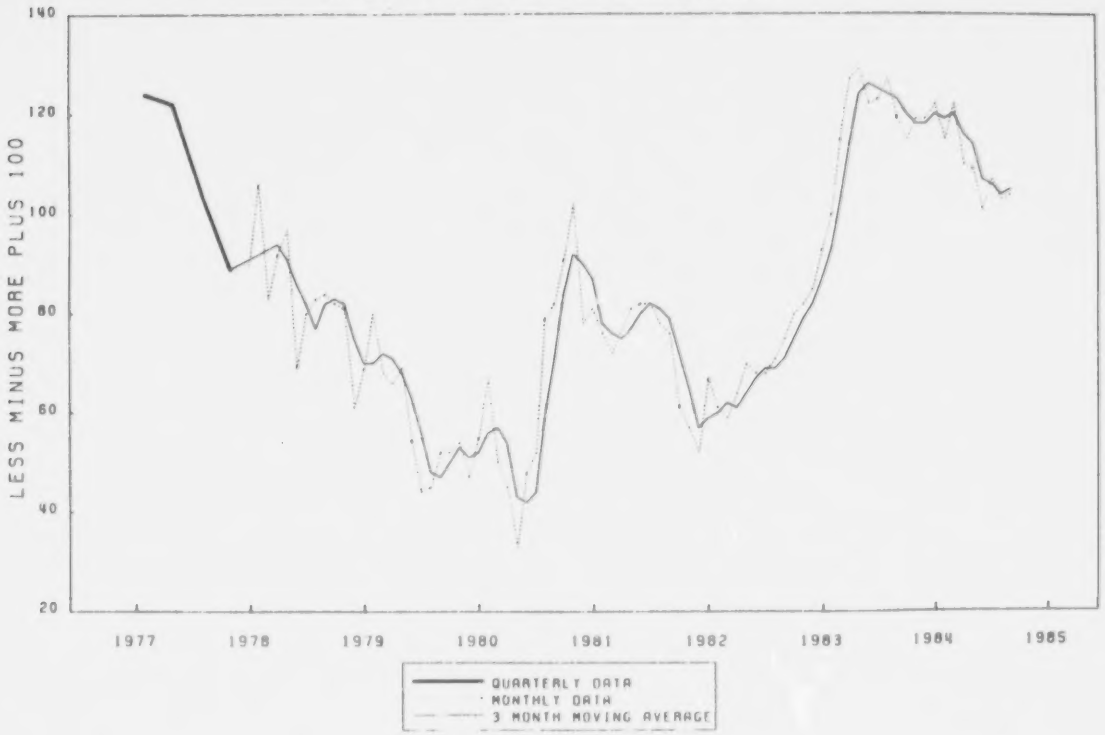


CHART 20 - HISTORICAL SERIES

EXPECTED CHANGE IN UNEMPLOYMENT

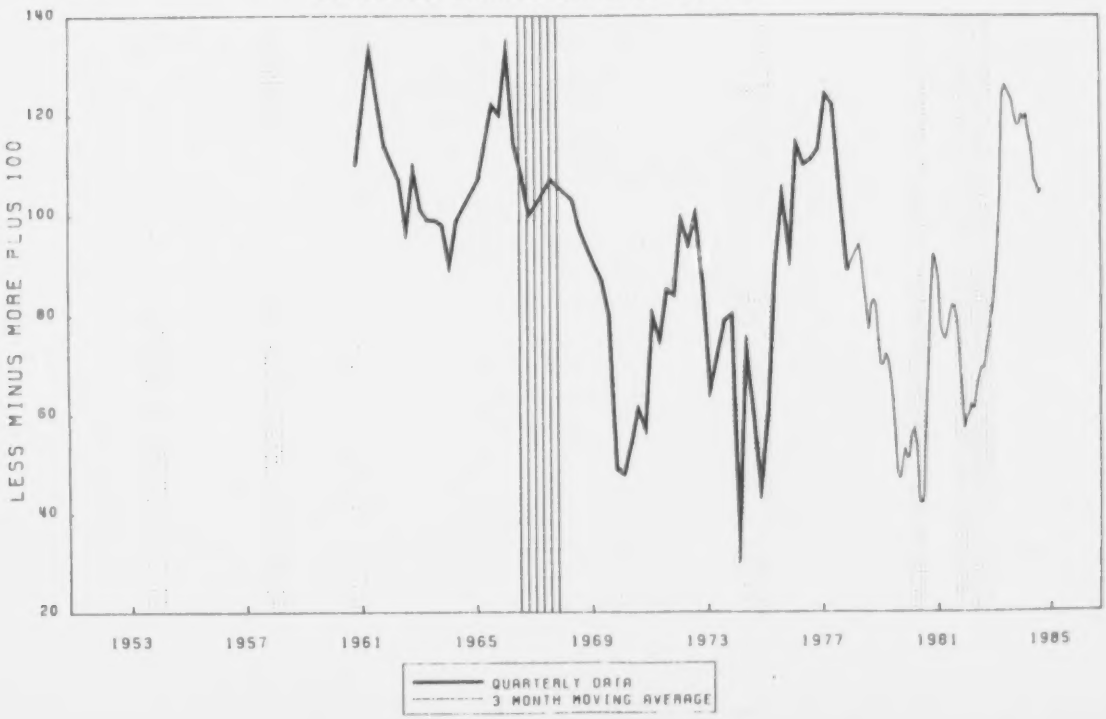


TABLE 20

EXPECTED CHANGE IN UNEMPLOYMENT

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
LESS	36%	35%	35%	36%	36%	31%	38%	28%	29%	24%	26%	24%	26%
SAME	46	44	47	45	48	50	45	52	51	52	53	54	50
MORE	17	20	16	17	14	16	16	18	20	23	19	21	22
DK,NA	1	1	2	2	2	3	1	2	*	1	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES

EXPECTED CHANGE IN INTEREST RATES

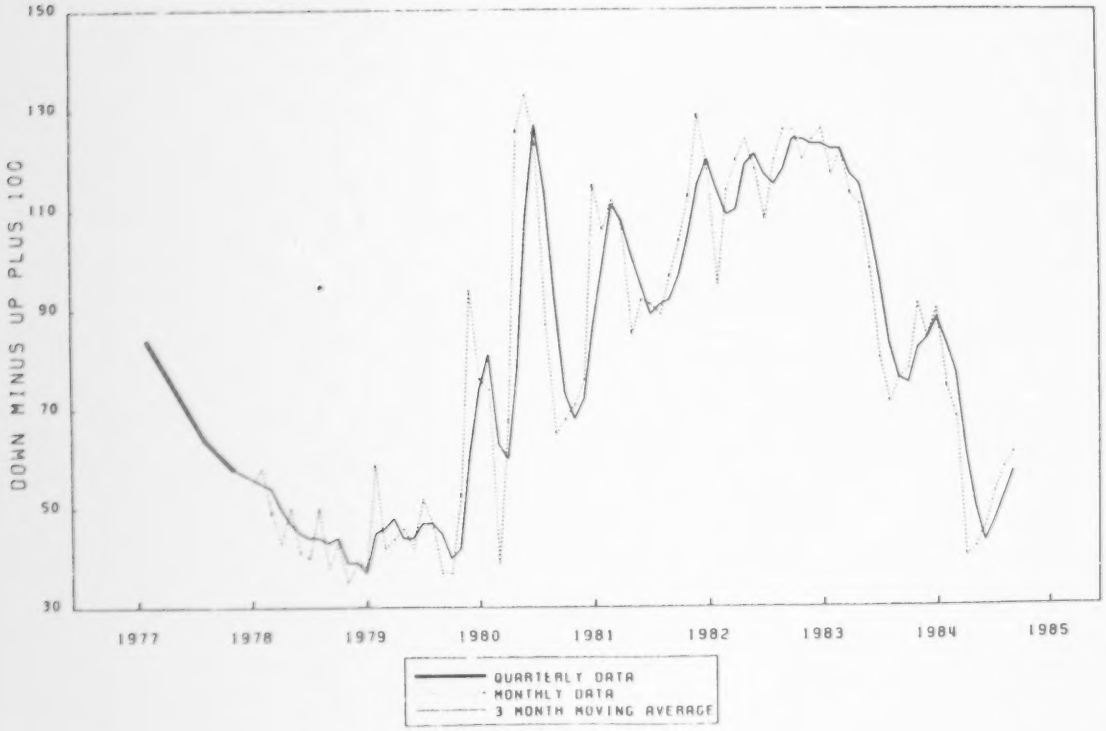


CHART 21 - HISTORICAL SERIES

EXPECTED CHANGE IN INTEREST RATES

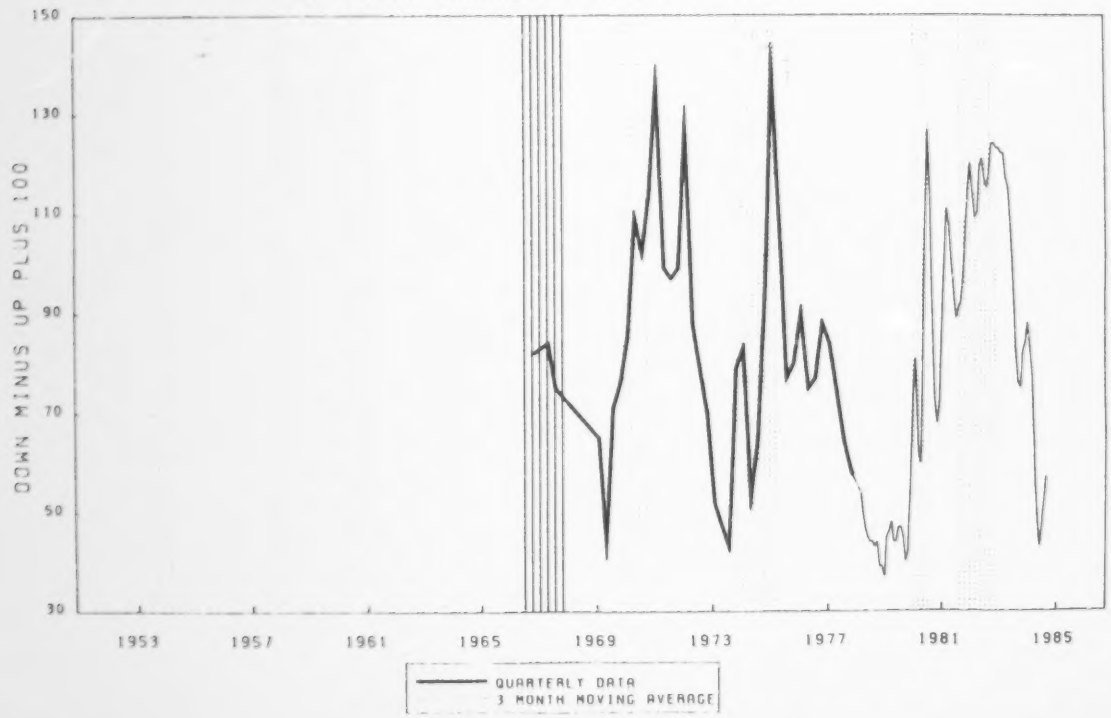


TABLE 21

EXPECTED CHANGE IN INTEREST RATES

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GO UP	44%	43%	33%	37%	32%	42%	45%	68%	66%	64%	58%	55%	52%
STAY THE SAME	33	33	40	37	43	38	37	21	25	24	27	29	32
GO DOWN	20	21	24	21	22	16	13	8	8	10	11	13	13
DK,NA	3	3	3	5	3	4	5	3	1	2	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 2? - RECENT CHANGES

CHANGE IN PRICES DURING THE LAST 12 MONTHS

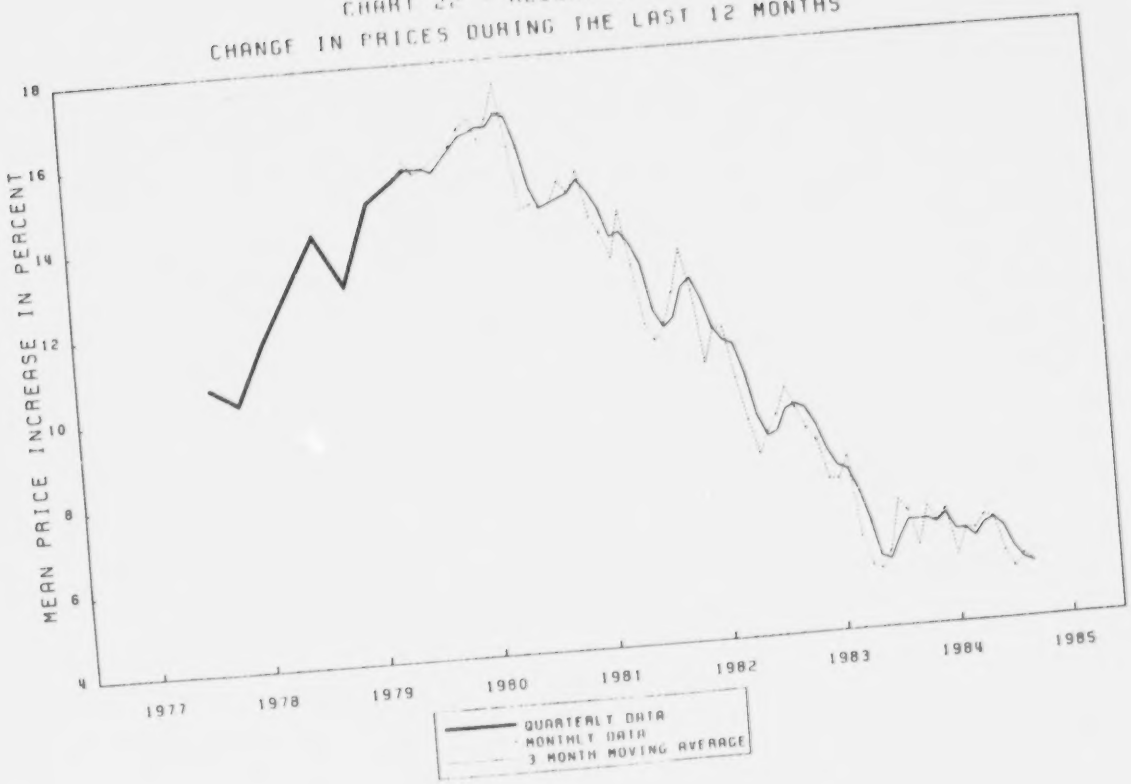


TABLE 22

CHANGE IN PRICES DURING THE LAST 12 MONTHS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
SAME OR DOWN	25%	21%	24%	24%	23%	23%	23%	22%	23%	22%	27%	29%	29%
GONE UP BY:													
1-2%	11	8	9	8	12	9	8	10	10	12	8	10	9
3-4%	13	14	13	15	16	14	16	14	14	17	17	12	16
5%	15	16	15	15	17	17	15	17	17	16	16	18	16
6-9%	7	11	8	8	8	9	10	11	9	8	8	8	7
10-14%	12	14	14	11	9	14	12	9	13	12	11	11	9
15% or more	9	11	9	10	7	9	9	12	10	8	8	7	8
DK how much up	7	4	7	8	7	5	7	5	4	5	4	5	6
DK,NA	1	1	1	1	1	*	*	*	*	*	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.9	6.8	6.4	6.7	5.6	6.2	6.2	6.5	6.4	5.6	5.2	5.5	5.3
VARIANCE	71	81	76	90	69	68	72	75	78	54	48	75	63
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The questions were: "During the last 12 months, have prices of the things you buy remained unchanged, or have they gone up, or have they gone down?" and "By about what percent do you think prices have gone up,on the average, during the last 12 months?"

* : Less than half of one percent.

CHART 23 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

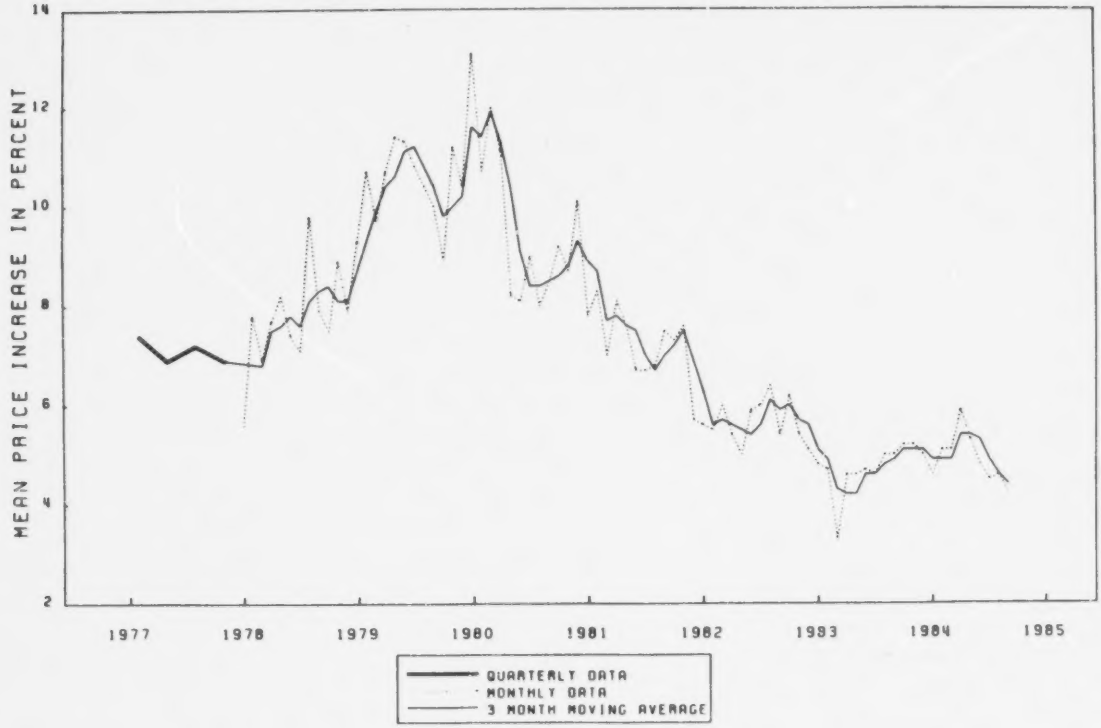


CHART 23 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

TABLE 23

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
SAME OR DOWN	28%	24%	25%	23%	25%	23%	24%	19%	19%	19%	23%	24%	24%
WILL GO UP BY:													
1-2%	13	12	12	12	13	14	14	13	15	14	13	18	16
3-4%	14	15	14	15	20	19	16	17	15	16	17	15	19
5%	16	15	16	17	13	19	15	15	20	18	20	18	14
6-9%	7	10	9	8	9	6	10	12	11	11	8	6	8
10-14%	10	11	11	11	10	8	11	11	9	13	8	8	8
15% or more	7	8	6	5	4	6	5	8	6	4	5	5	4
DK how much up	4	4	5	7	4	4	4	3	4	4	3	5	4
DK,NA	1	1	2	2	2	1	1	2	1	1	3	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.0	5.2	5.2	5.0	4.6	5.1	5.1	5.9	5.3	4.8	4.5	4.6	4.2
VARIANCE	51	36	54	44	40	51	55	57	49	27	33	46	36
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

CHART 24 RECENT CHANGES

UNEMPLOYMENT OR INFLATION MORE SERIOUS

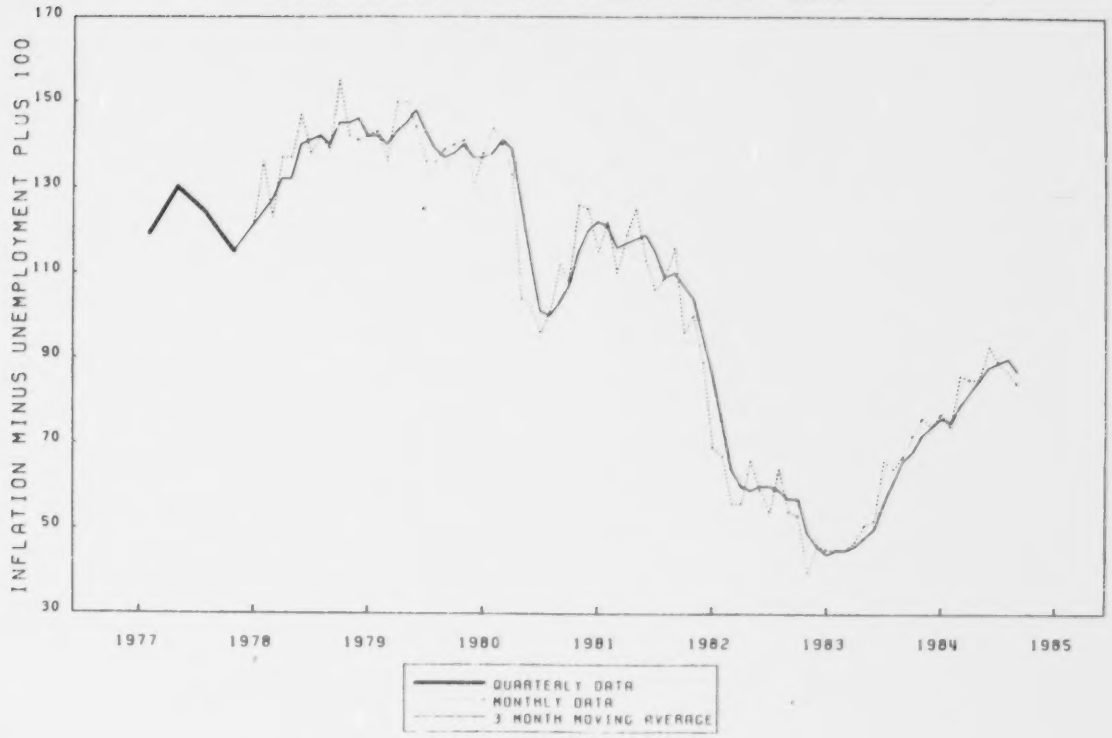


CHART 24 - HISTORICAL SERIES

UNEMPLOYMENT OR INFLATION MORE SERIOUS

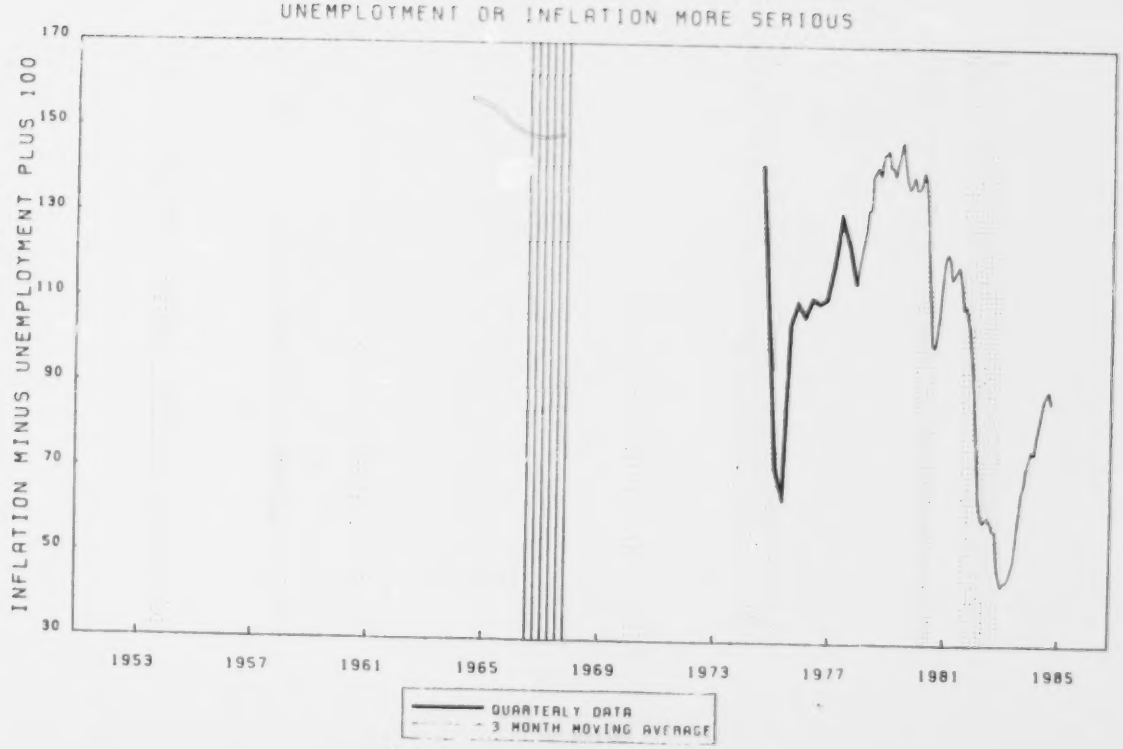


TABLE 24

UNEMPLOYMENT OR INFLATION MORE SERIOUS ECONOMIC HARDSHIP

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
UNEMPLOYMENT	62%	61%	57%	59%	58%	59%	52%	53%	54%	51%	51%	52%	54%
BOTH EQUALLY SERIOUS	8	5	7	6	4	5	7	7	6	3	7	6	5
INFLATION	29	33	33	33	35	33	38	38	39	44	40	39	38
DK,NA	1	1	3	2	3	3	3	2	1	2	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Which of the two problems--unemployment or inflation--do you think will cause the more serious economic hardship for people during the next year or so?"

CHART 25 RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

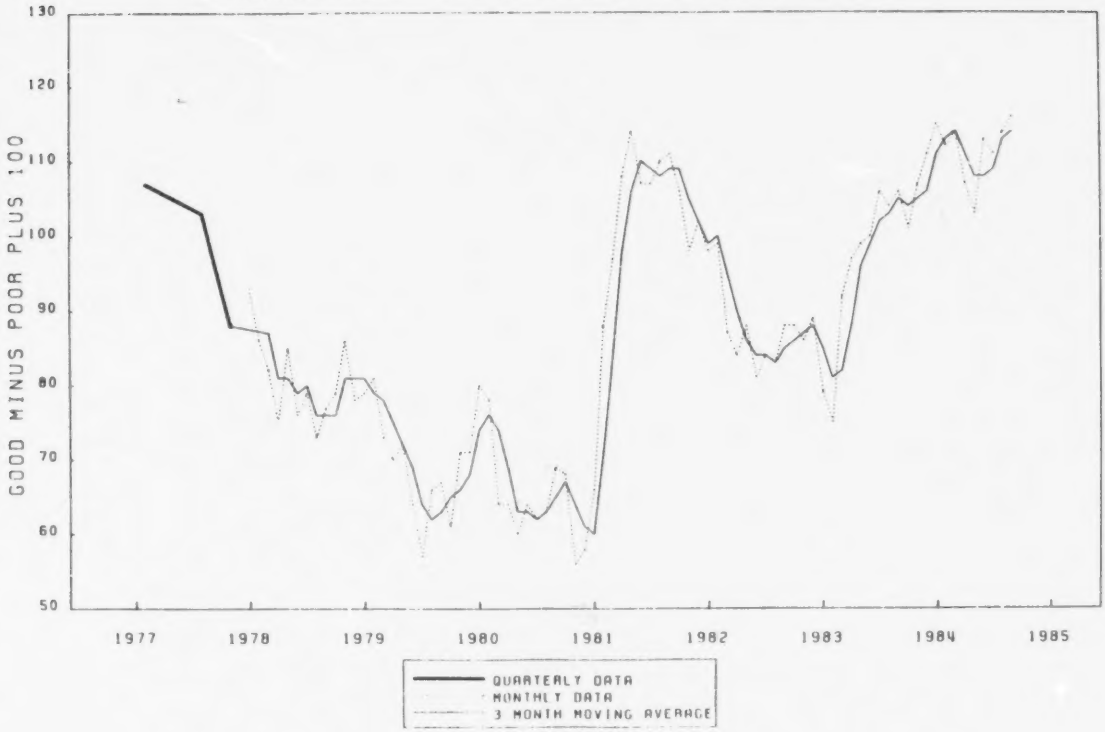


CHART 25 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

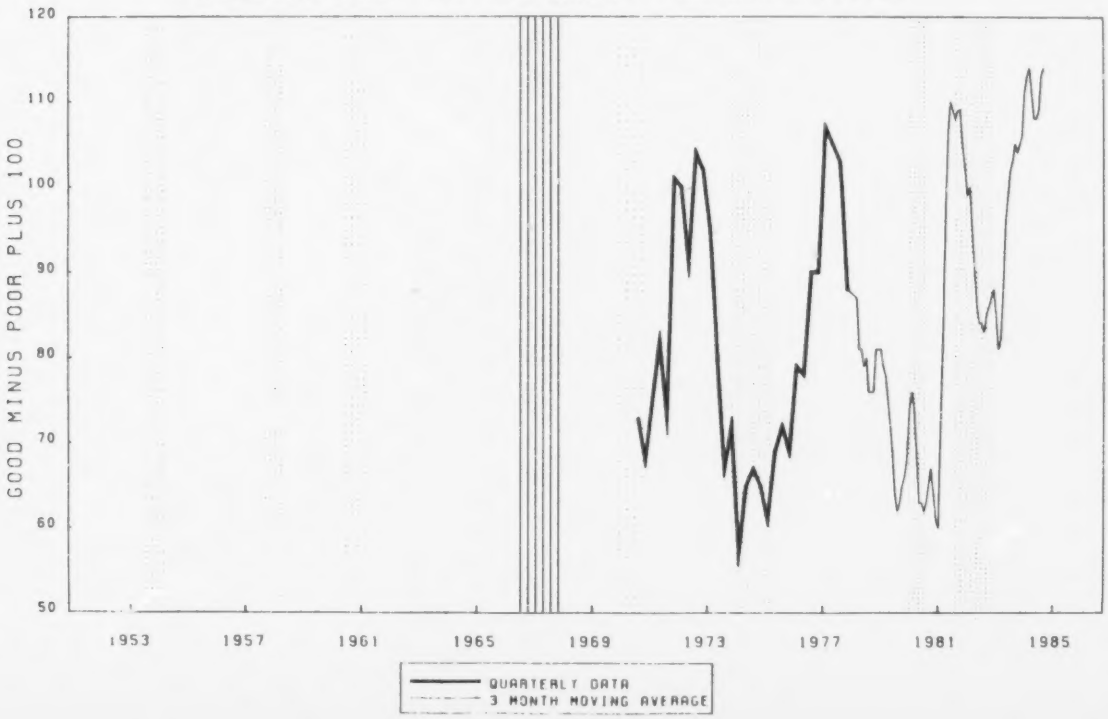


TABLE 25

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
A GOOD JOB	27%	25%	27%	29%	31%	32%	33%	27%	25%	31%	30%	33%	35%
ONLY FAIR	50	50	49	51	52	45	47	50	52	49	48	46	44
A POOR JOB	21	24	20	18	16	20	19	20	22	18	19	19	19
DK,NA	2	1	4	2	1	3	1	3	1	2	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 26 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

CHART 26 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

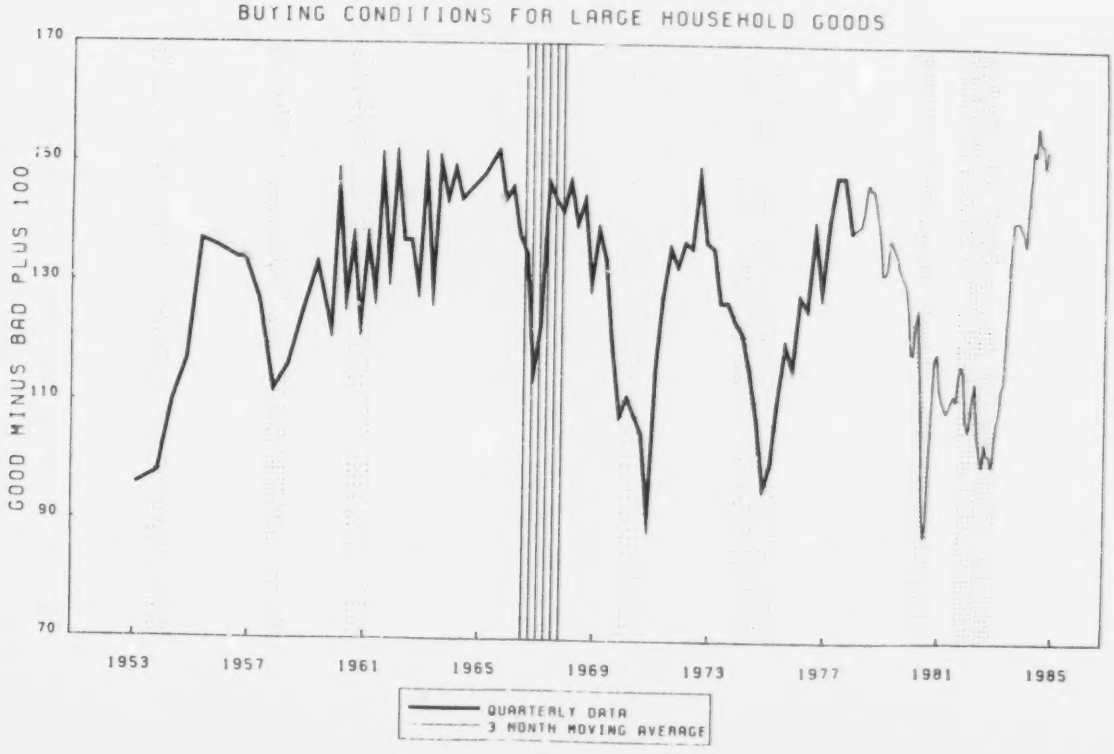


TABLE 26

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIME TO BUY	66%	65%	64%	61%	73%	70%	72%	72%	77%	67%	71%	72%	72%
UNCERTAIN, DEPENDS	8	10	10	12	9	11	9	9	10	11	10	9	10
BAD TIME TO BUY	26	25	26	27	18	19	19	19	13	22	19	19	18
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 27A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

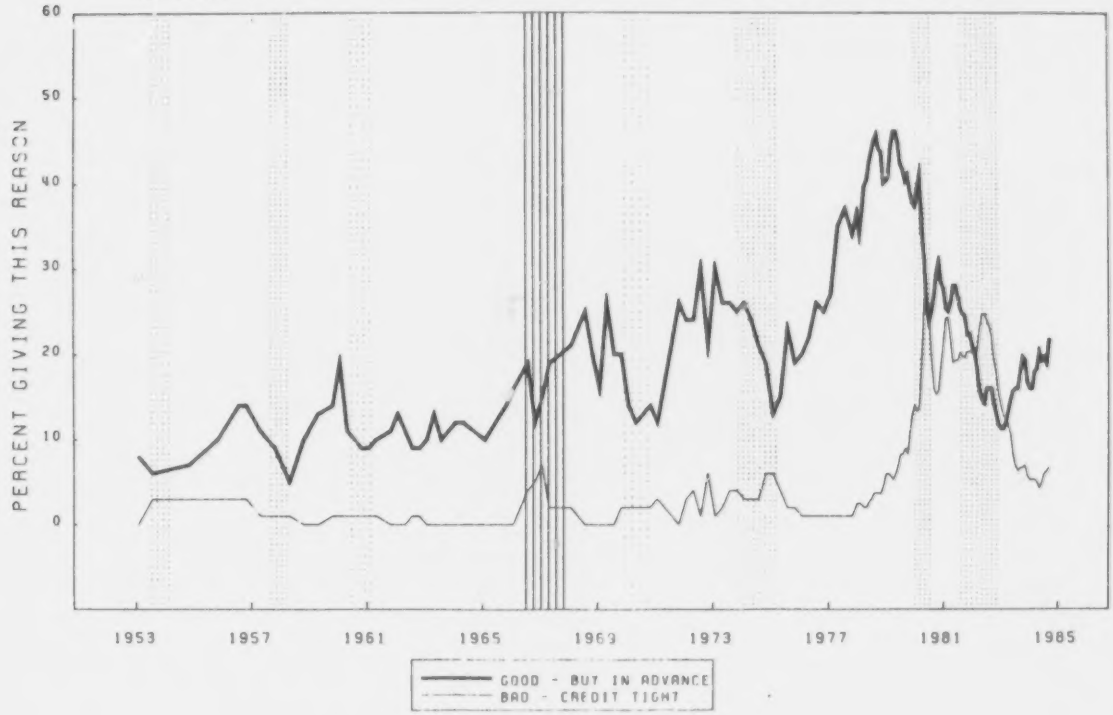


CHART 27B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

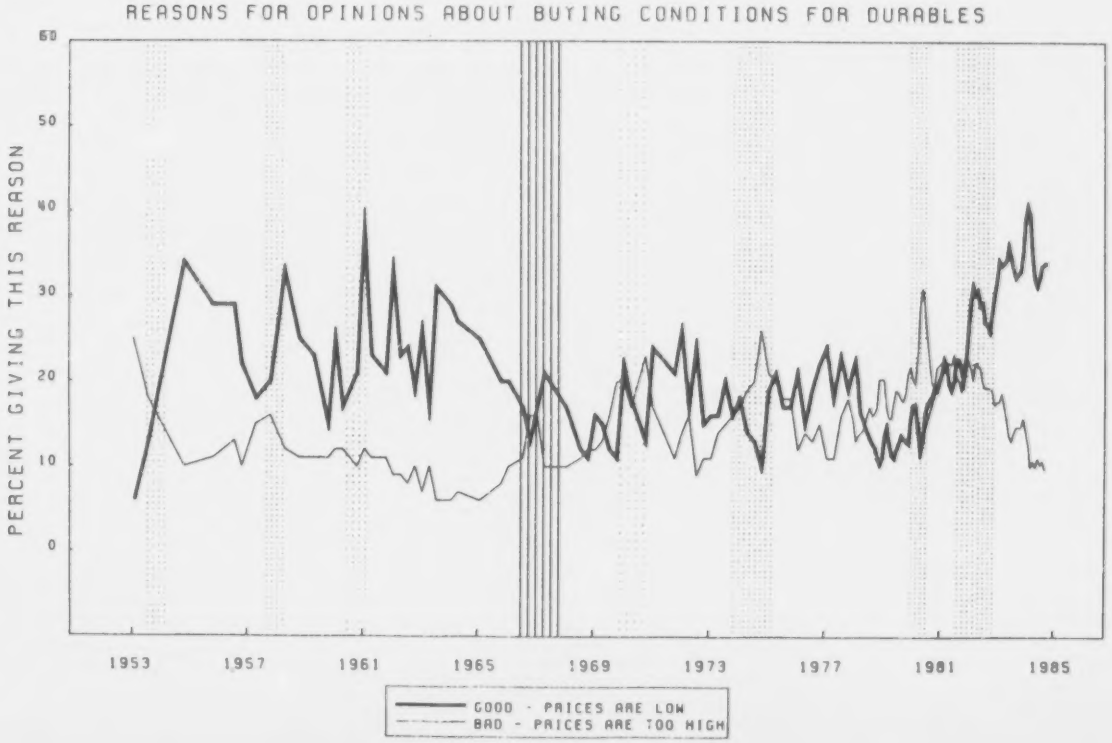


TABLE 27

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIME TO BUY:													
Prices are low; good buys available	32%	33%	34%	38%	45%	39%	35%	30%	31%	33%	33%	35%	34%
Prices won't come down; are going higher	21	21	16	13	19	16	19	20	22	16	21	20	24
Interest rates low; credit is easy	12	7	8	7	9	11	10	14	11	11	10	8	8
BAD TIME TO BUY:													
Prices are high	15	14	15	18	10	10	10	12	8	13	10	9	10
Interest rates are high; credit is tight	7	7	7	3	6	7	3	5	5	5	8	6	6
Lack of purchasing power	11	12	8	10	7	7	9	6	5	7	5	7	7

Responses to the query: "Why do you say so?" following the question on Table 26.

+ : May add to more than 100% due to multiple mentions.

CHART 28 RECENT CHANGES

BUYING CONDITIONS FOR HOUSES

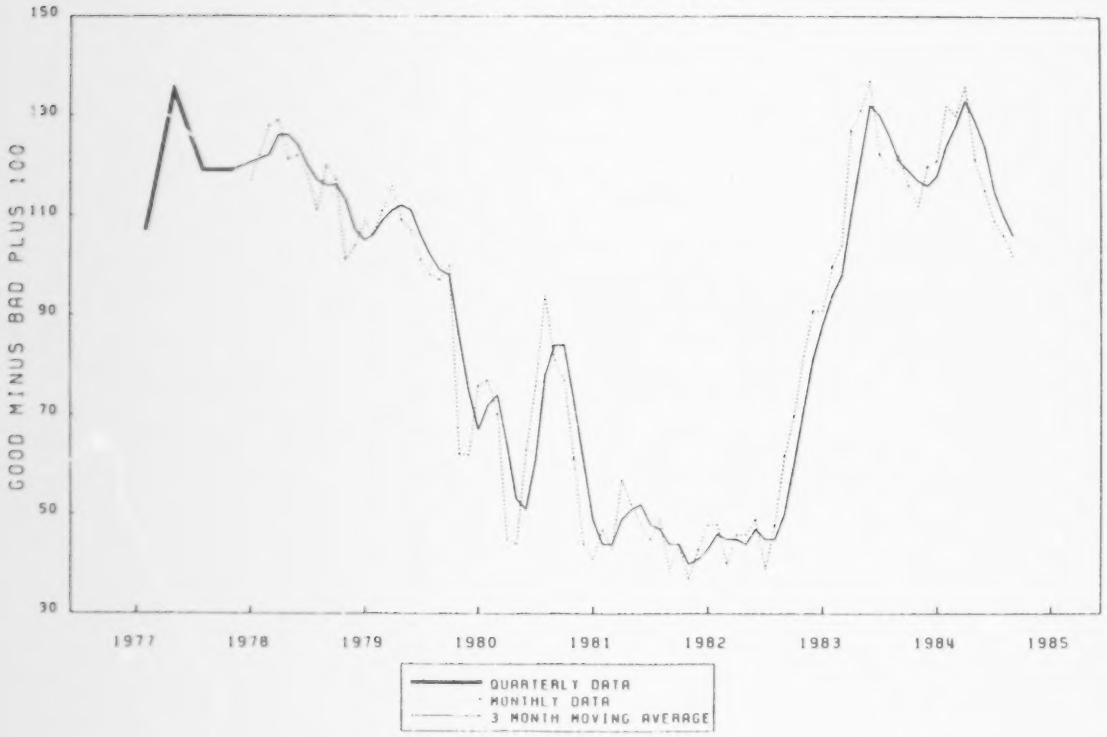


CHART 28 - HISTORICAL SERIES

BUYING CONDITIONS FOR HOUSES

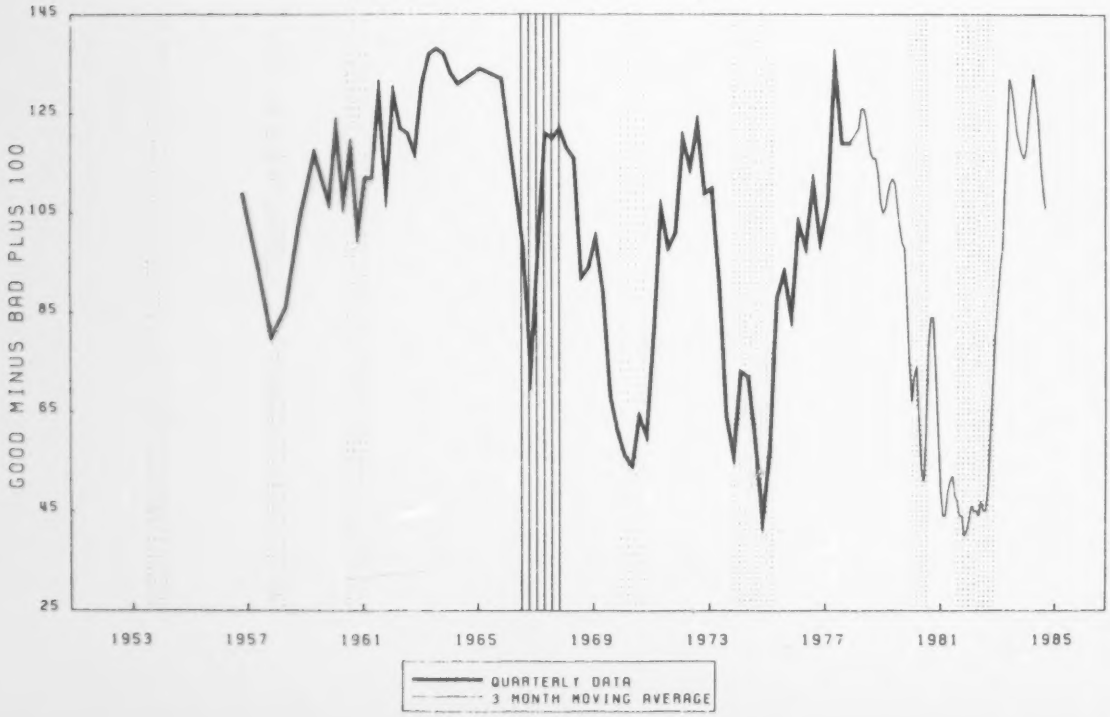


TABLE 28

BUYING CONDITIONS FOR HOUSES

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIME TO BUY	59%	55%	53%	57%	59%	63%	62%	66%	58%	55%	52%	50%	48%
UNCERTAIN, DEPENDS	4	6	6	6	3	6	6	4	5	5	5	6	6
BAD TIME TO BUY	37	39	41	37	38	31	32	30	37	40	43	44	46
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 29A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

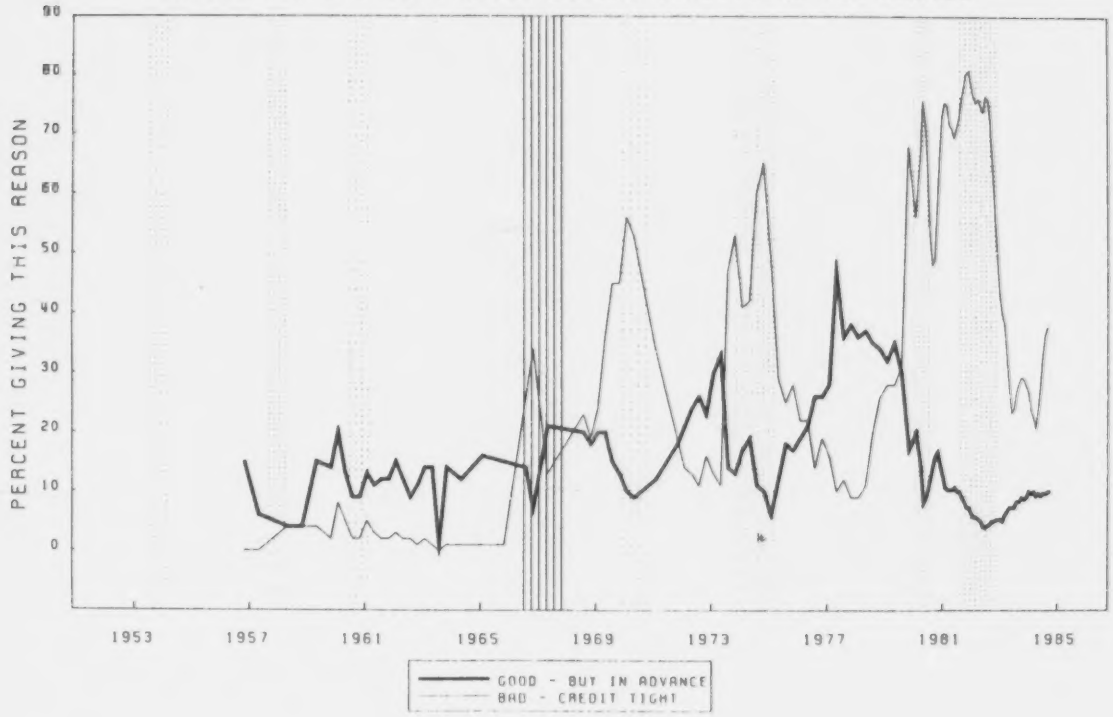


CHART 29B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

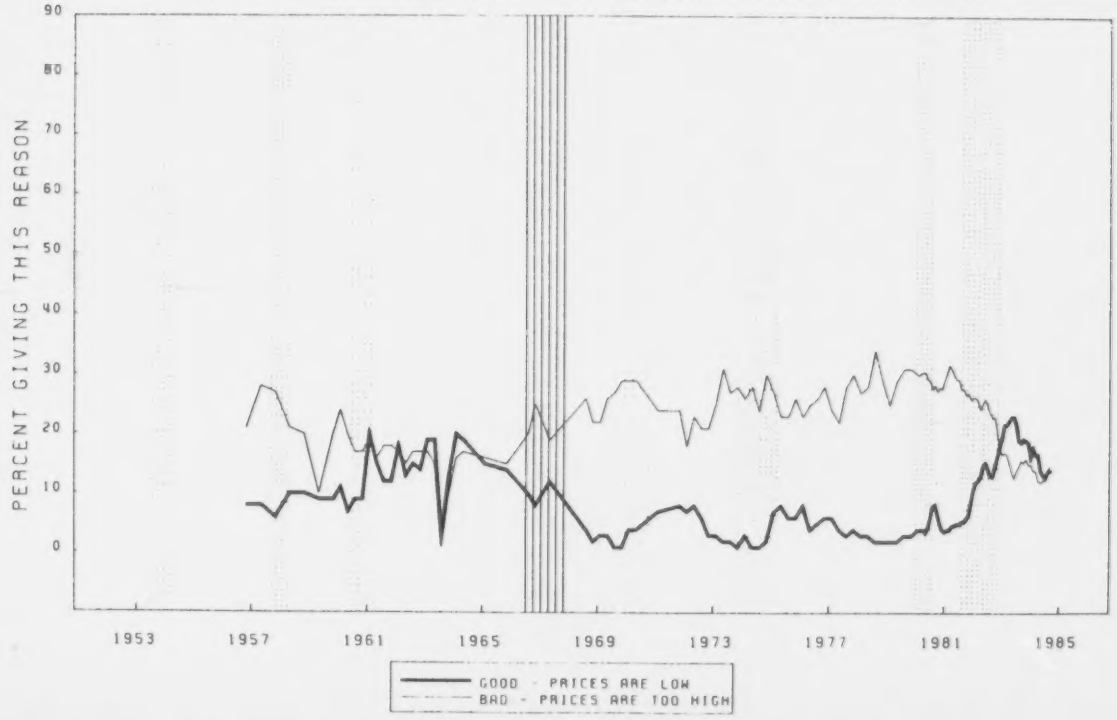


TABLE 29

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIME TO BUY:													
Prices are low; good buys available	19%	22%	16%	18%	15%	20%	15%	15%	12%	13%	13%	15%	14%
Prices won't come down; are going higher	8	9	9	9	12	8	10	10	9	9	11	9	10
Interest rates low; credit is easy	47	38	40	41	41	50	49	52	44	38	37	35	34
Good investment	6	8	5	6	8	6	8	6	5	8	5	4	7
BAD TIME TO BUY:													
Prices are high	16	16	16	13	16	13	13	11	12	14	12	16	16
Interest rates are high; credit is tight	28	29	30	25	26	20	22	20	29	33	36	40	37
Lack of purchasing power	14	15	16	13	12	10	11	10	12	10	11	11	11

Responses to the query: "Why do you say so?" following the question on Table 28.

+ : May add to more than 100% due to multiple mentions.

CHART 30 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

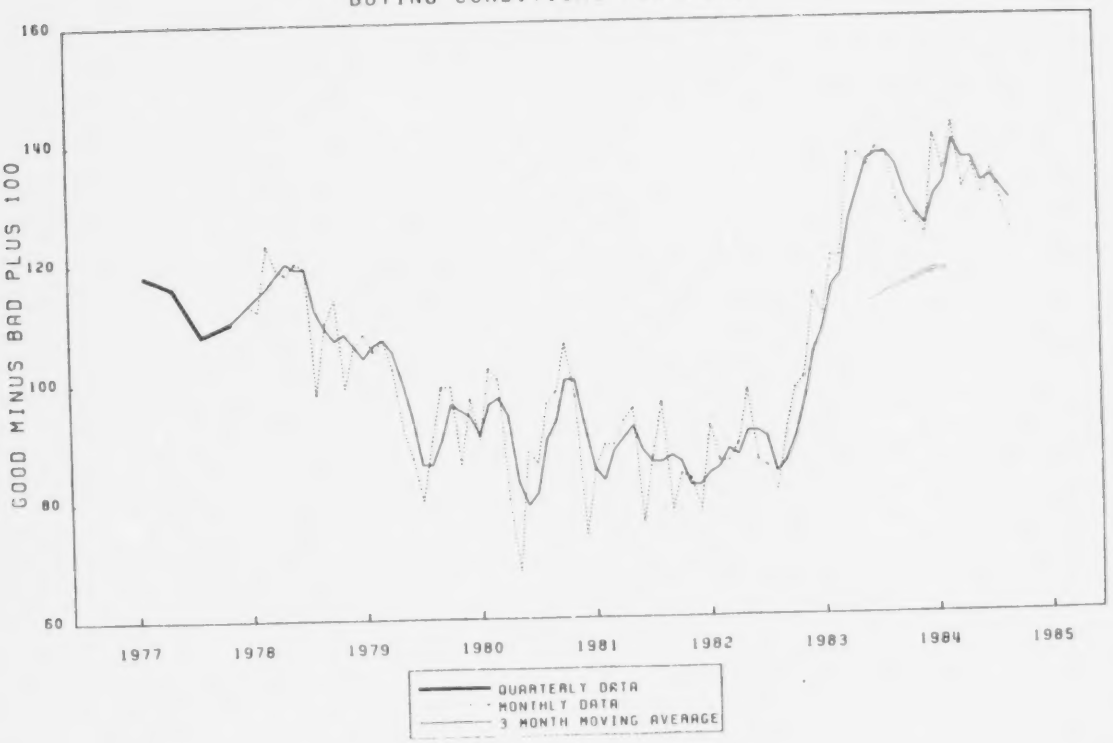


CHART 30 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

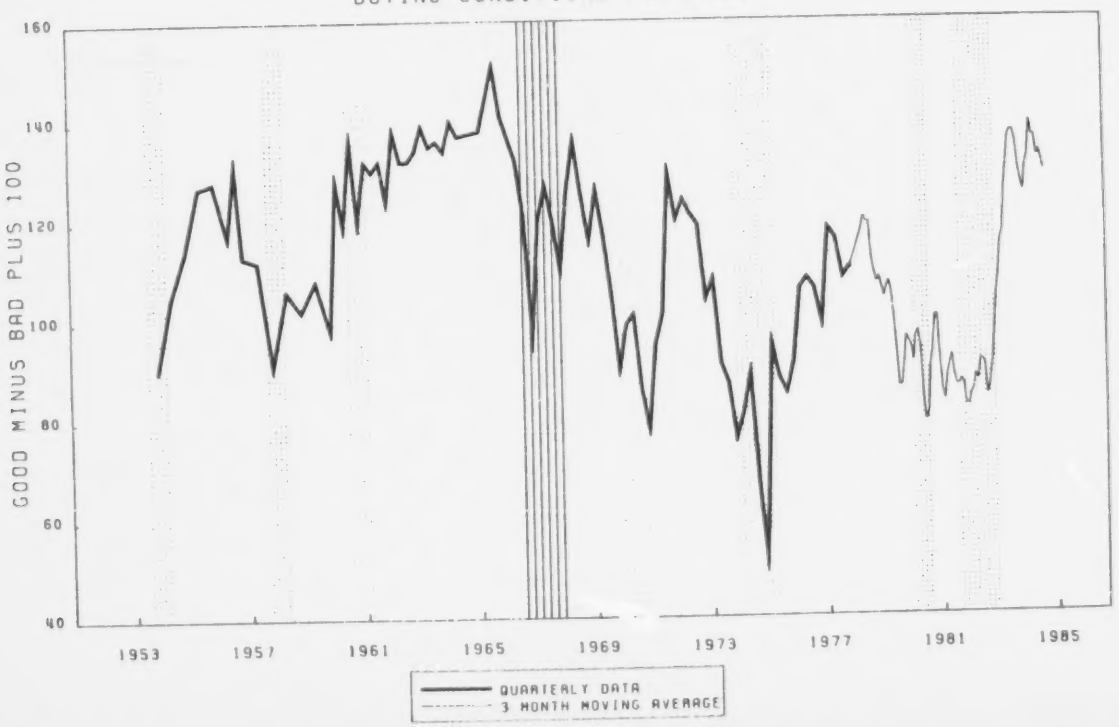


TABLE 30

BUYING CONDITIONS FOR CARS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIME TO BUY	61%	59%	59%	56%	64%	62%	66%	60%	63%	60%	62%	59%	59%
UNCERTAIN; DEPENDS	7	7	9	11	12	10	10	11	9	10	10	11	6
BAD TIME TO BUY	32	34	32	33	24	28	24	29	28	30	28	30	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 31A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

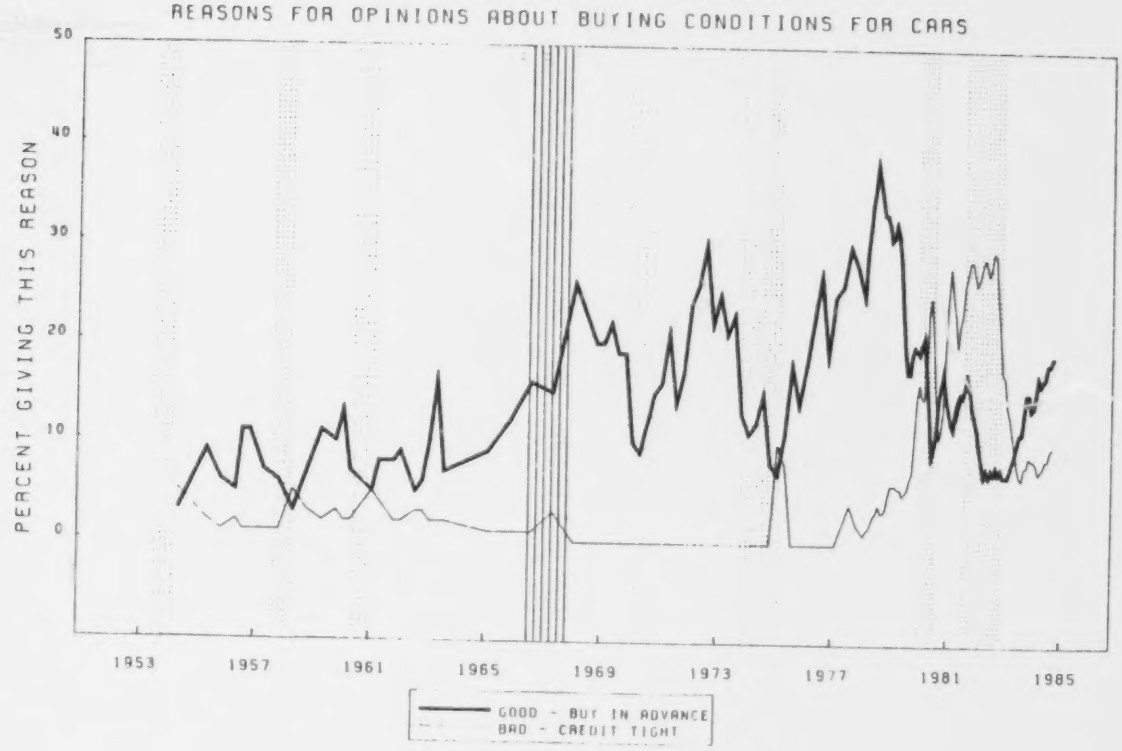


CHART 31B HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

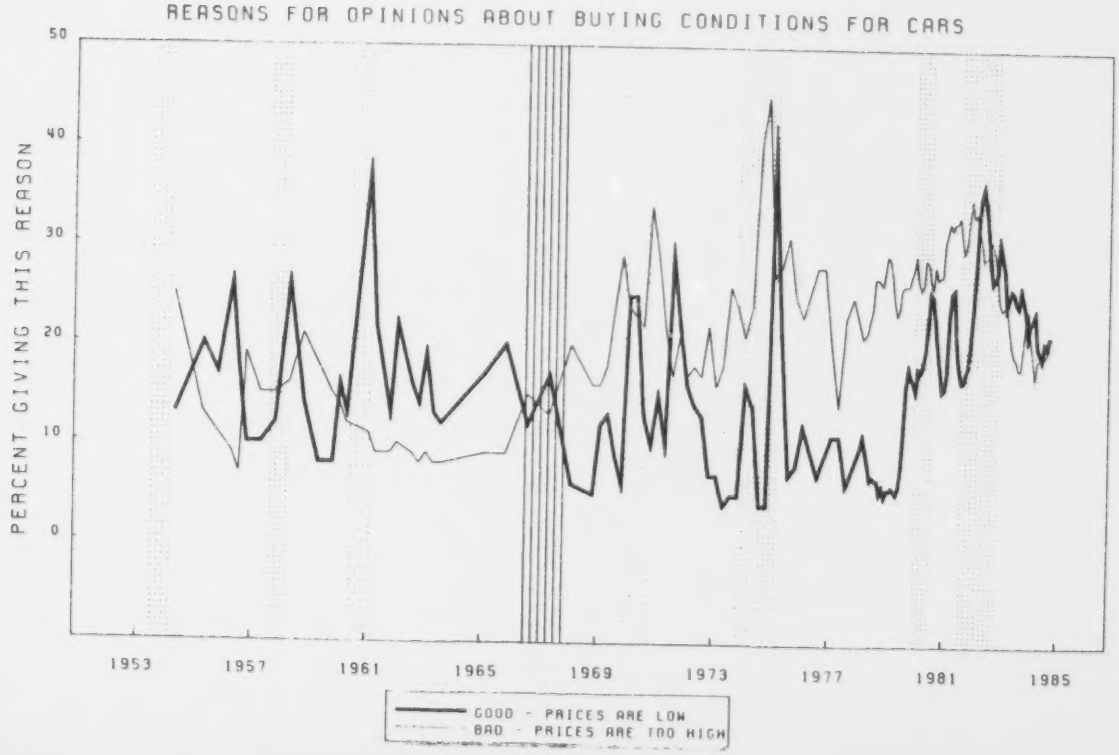


TABLE 31

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
GOOD TIME TO BUY:													
Prices are low; good buys available	28%	22%	21%	21%	26%	22%	23%	16%	20%	21%	21%	19%	24%
Prices won't come down; are going higher	17	17	12	12	18	16	17	16	17	18	20	17	20
Interest rates low; credit is easy	28	19	22	19	23	22	22	22	18	18	24	17	15
New fuel efficient models	2	2	2	2	1	2	1	1	3	1	1	2	1
BAD TIME TO BUY:													
Prices are high	20	25	23	24	16	18	17	22	18	20	20	19	22
Interest rates are high; credit is tight	10	8	9	9	8	8	6	9	9	8	9	12	9
Lack of purchasing power	6	8	6	5	3	5	5	4	5	4	4	5	6
Price of gas; shortages	*	*	*	*	*	*	1	*	*	*	*	1	*
Poor selection; quality	4	6	6	5	5	4	4	6	2	2	4	4	3

Responses to the query: "Why do you say so?" following the question on Table 30.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 32 - RECENT CHANGES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

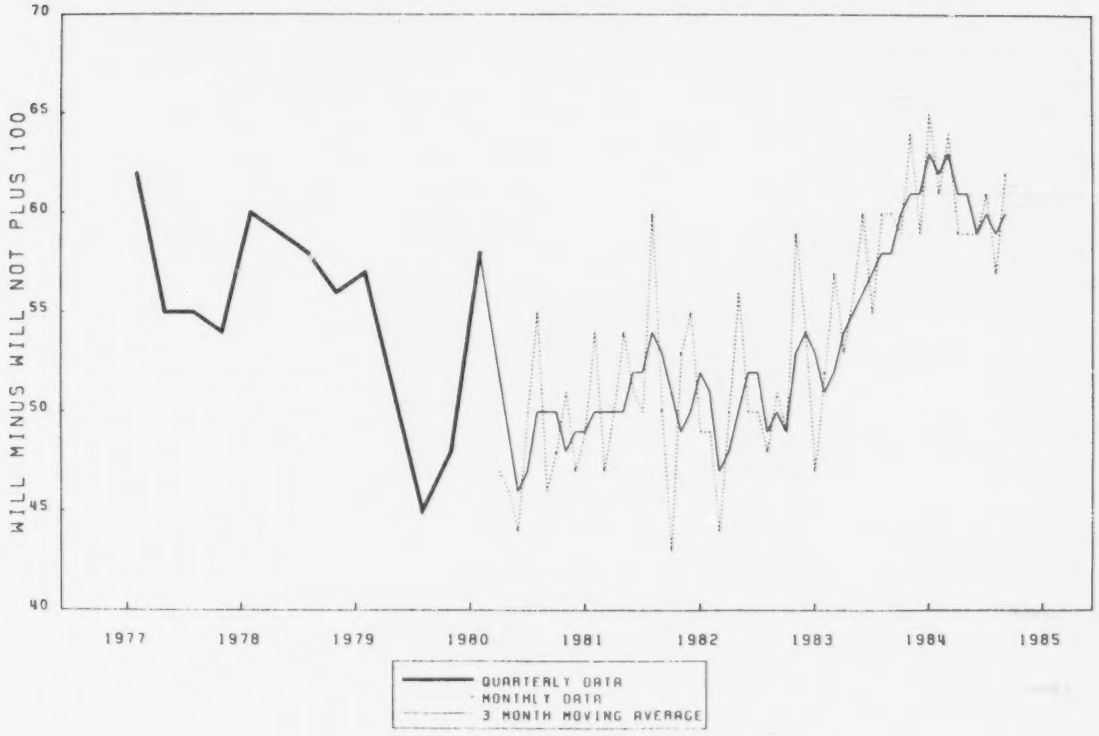


CHART 32 - HISTORICAL SERIES

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

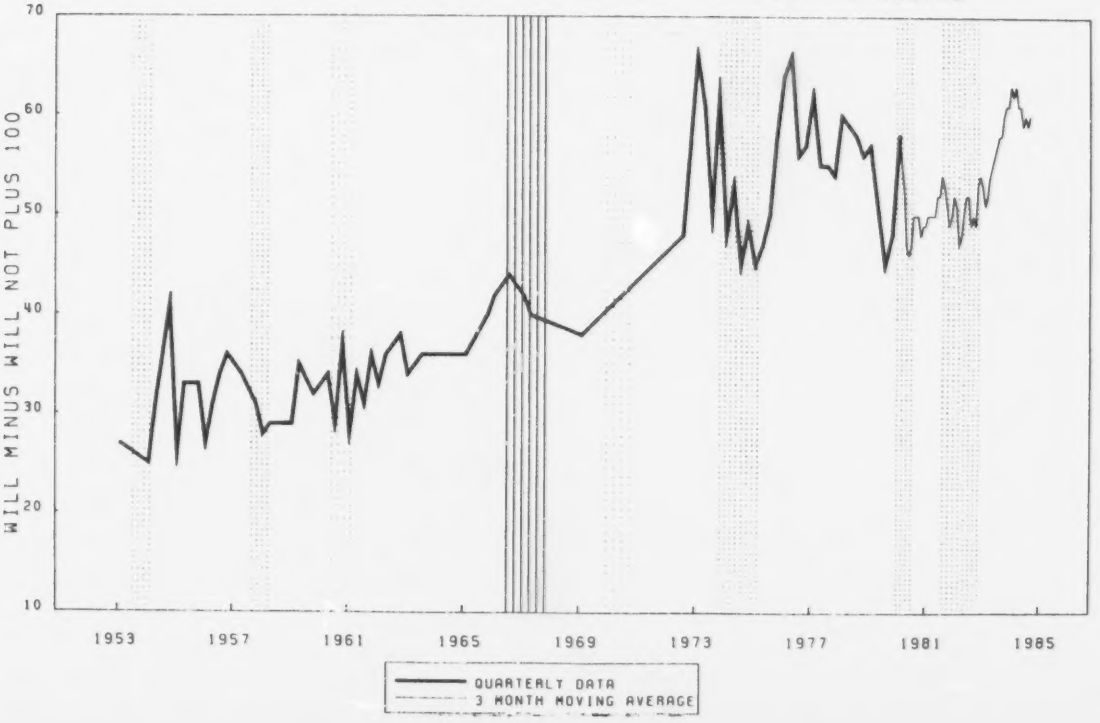


TABLE 32

PLANS TO PURCHASE AN AUTOMOBILE DURING THE NEXT 12 MONTHS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
PROBABLY WILL BUY	21%	21%	22%	20%	23%	21%	22%	21%	19%	20%	20%	21%	22%
CHANCES ARE EVEN	9	8	9	8	7	9	12	6	12	9	9	7	8
PROBABLY WILL NOT BUY	61	62	58	61	58	60	58	62	60	61	59	64	60
DK,NA	9	9	11	11	12	10	8	11	9	10	12	8	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	704	689	701	701	681	687	700	705	690	680	656	693	690

The question was: "What do you think are the chances that you (or anyone else in your family living there) will buy or lease a car during the next 12 months--would you say you probably will, probably will not, or are the chances about even, or what?"

TABLE 33

CURRENT VEHICLE PURCHASE INTENTIONS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
PROPORTION WITH CURRENT PURCHASE INTENTIONS:	30%	29%	31%	28%	30%	30%	34%	27%	31%	29%	29%	28%	30%
PURCHASE TYPE:													
Buy new	13	17	17	16	15	14	16	13	15	16	15	15	14
Buy used	14	9	12	9	13	13	17	12	14	11	12	11	13
Lease	1	2	1	2	1	2	1	1	2	1	2	1	2
DK,NA	2	1	1	1	1	1	*	1	*	1	*	1	1
PURCHASE TIMING:													
Next 3 months	2	6	4	2	5	3	2	7	3	2	7	3	1
Next 4-6 months	7	8	5	4	10	7	10	6	9	8	6	5	8
Next 7-9 months	5	8	9	10	7	8	8	6	7	9	3	4	5
10 months or more	9	4	8	8	4	5	8	4	6	4	7	8	10
DK,NA	7	3	5	4	4	7	6	4	6	6	6	8	6

If response was "PROBABLY WILL BUY" or "CHANCES ARE EVEN" in Table 32, then the questions were: "If you do buy or lease a car, would it be a new car, or a used car?" , "Would you buy or lease?" and "When do you think you might buy or lease a car?"

* : Less than half of one percent.

TABLE 34

FUTURE VEHICLE PURCHASE INTENTIONS

	Sept 1983	Oct. 1983	Nov. 1983	Dec. 1983	Jan. 1984	Feb. 1984	Mar. 1984	Apr. 1984	May 1984	June 1984	July 1984	Aug. 1984	Sept 1984
PROPORTION WITH FUTURE PURCHASE INTENTIONS:	61%	62%	58%	61%	58%	60%	58%	62%	60%	61%	59%	64%	60%
PURCHASE TYPE:													
Would buy new	33	33	36	36	36	32	32	34	33	36	35	33	34
Would buy used	27	29	21	24	21	26	25	27	26	24	22	29	25
DK,NA	1	*	1	1	1	2	1	1	1	1	2	2	1
PURCHASE TIMING:													
Less than 2 years	8	6	5	7	5	8	7	10	5	7	5	8	5
2 years	22	20	19	23	19	20	19	20	22	21	18	25	21
3 years	10	11	10	9	10	9	9	9	9	8	10	8	11
4 years or more	15	19	18	17	17	17	16	17	18	17	18	15	17
Indefinite	2	*	1	1	2	3	3	1	2	2	3	3	2
DK,NA	4	6	5	4	5	3	4	5	4	6	5	5	4

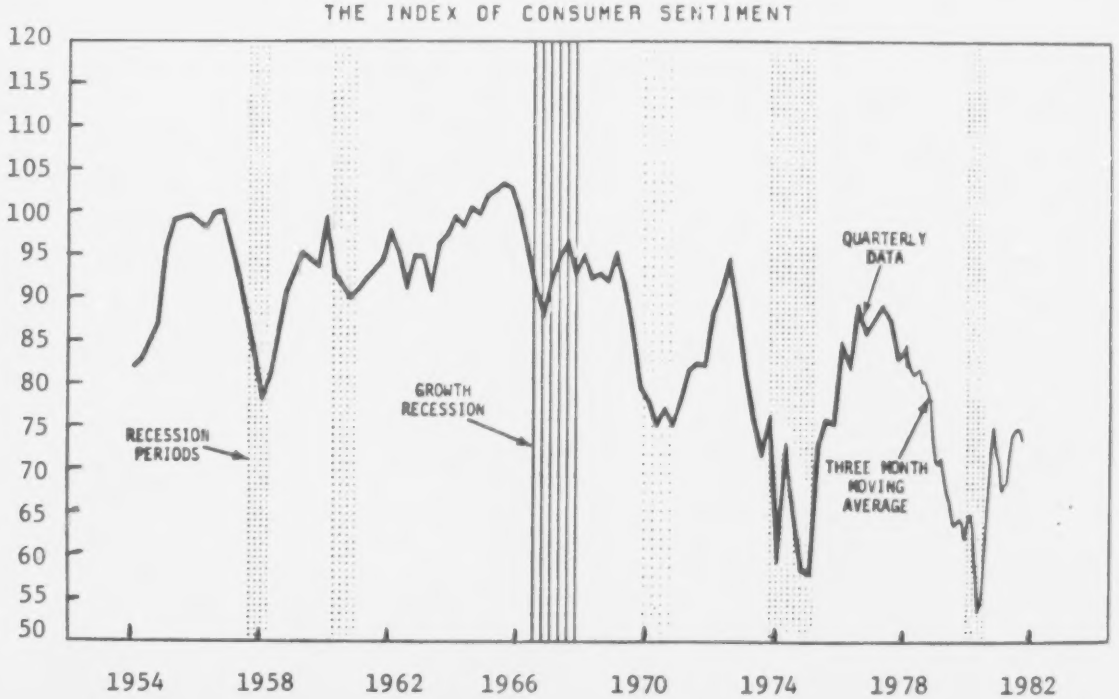
If response was "PROBABLY WILL NOT BUY" in Table 32, then the questions were: "If you were to buy a car, would it be a new car or a used car? and "How long do you think it may be before will buy or lease a car?"

* : Less than half of one percent.

EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE LABELS

Each tic mark on the time scale represents the month of January for the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:	November	1948	- October	1949
	July	1953	- May	1954
	August	1957	- April	1958
	April	1960	- February	1961
	June	1966	- November	1967*
	December	1969	- November	1970
	November	1973	- March	1975
	January	1980	- July	1980
	July	1981	- November	1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

[a]The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b]Average size of monthly surveys.

[c]Average size of two monthly surveys.

[d]Average size of three monthly surveys (one quarter).

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Surveys of Consumer Attitudes

Richard T. Curtin, *Director*

OPTIMISM STILL TALL IN THE SADDLE: NARY A CLOUD IN THE SKY

** In the September 1984 survey, the Index of Consumer Sentiment was 100.9, just above the 99.1 recorded one month earlier and the 89.9 recorded one year earlier. The September reading is just below the cyclical peak of 101.0 recorded in March 1984, and less than 2 Index-points below the all-time peak level of 102.3 recorded in 1965. The recent rebound to peak levels has been due to more favorable prospects for the national economy in both the near and longer terms.

** Among families with incomes of $25,000 or more, the Index stood at 111.7 in September 1984, up from 109.2 in August, and 102.3 one year earlier.

** The September 1984 survey recorded the most favorable assessments of long term prospects for the economy in more than a decade. The proportion of families that expected favorable business conditions over the longer term rose to 47 percent in September 1984, from 37 percent one year earlier.

** Confidence in government economic policy to reduce inflation and unemployment reached its most favorable level under the Reagan administration in the September 1984 survey. Among all families, 35 percent favorably rated government economic policies, compared with 19 percent that gave policies an unfavorable rating--the most favorable balance of opinion recorded during the past decade. More than three-quarters of all respondents expected Reagan to be reelected, and the majority expected personal income tax rates to increase.

** Attitudes toward buying conditions for large household durables stayed near record favorable levels mainly due to continued favorable perceptions of market prices. Attitudes toward buying conditions for vehicles declined by a small amount from the peak levels recorded earlier in the year, but nonetheless remained at very favorable levels. Attitudes toward buying conditions for houses declined by a larger amount during the past year, but still remain on balance favorable. The larger decline in house buying attitudes was due to more frequent complaints about rising interest rates.

* * *

Consumer confidence has been maintained at very favorable levels in the September survey, and points toward continued high sales levels through 1984 and into early 1985. Unlike the period of growth in consumer sales in the mid 1970s, when low real rates tilted spending in favor of credit purchases, the current high real rates will favor non-credit purchases. Although the optimistic views now prevalent do incorporate the expectation of a Reagan reelection, they are not based on the expectation of no increase in personal taxes.

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Prospects for Economy Remain Favorable

The proportion of consumers that reported improvement in the national economy rose rapidly from January 1983 to January 1984--from 16 to 75 percent, the all-time peak. Since the start of 1984, the proportion of families that reported improved economic conditions has remained largely unchanged near that record level. In the September 1984 survey, 68 percent of all families thought that the economy had improved compared with one year earlier. Only 18 percent of all families in the September survey thought that the economy had worsened during the past year.

The very favorable performance of the economy during the past year was expected to be maintained through the year ahead, although the pace of growth was expected to slow. Among all families in the September 1984 survey, 33 percent expected the economy to improve, down from 46 percent one year earlier, and the peak 55 percent in early 1983. The near majority (48 percent) expected the economy to be maintained at its current favorable level during the year ahead. Few respondents in the September 1984 survey expected actual economic declines during the year ahead (15 percent), although somewhat above the year earlier reading (10 percent).

Despite the expected slowing of the rate of growth, good times financially in the economy as a whole were expected to persist. Among all families in the September survey, 66 percent expected good economic times during the next year, up from 58 percent one year earlier. The proportion of families expecting bad times financially in the economy as a whole fell to 24 percent, from 33 percent one year earlier.

Importantly, as the economic expansion has lengthened, the longer term outlook for the economy has also improved, indicating rising prospects for sustained growth. Among all families, 47 percent expected good times

financially in the economy as a whole over the next five years, up from 37 percent recorded one year earlier. Bad times financially over the longer term were expected by 31 percent of all families in September, down from 42 percent one year earlier. This represents the most favorable balance of opinion toward long term economic prospects recorded in more than a decade.

Confidence in government economic policies to reduce inflation and unemployment reached the most favorable level recorded during the past decade. In the September 1984 survey, 35 percent of all families favorably rated government economic policies, up from 33 percent one month earlier, and 27 percent one year earlier. Unfavorable evaluations of economic policies were given by 19 percent of all families in September, unchanged from one month earlier, and just below the 21 percent recorded one year earlier.

Presidential Prospects and Consumer Sentiment

In order to assess the relationship of expected election results on prospects for economic performance, respondents in the September 1984 survey were asked who they thought would win the presidential election in November--not for whom they intended to vote. Three-quarters of all respondents in the September 1984 survey expected President Reagan to be reelected . Just 15 percent of all respondents expected a Mondale victory in November (see Table A). When asked about their assessment of which candidate if elected would have a more favorable impact on general economic conditions, Reagan was identified by 58 percent of all respondents, compared with 30 percent that selected Mondale (Table A).

In the September 1984 survey, 55 percent of all families expected personal income tax rates to increase during the year ahead. Just 5 percent of all families expected declines in personal income tax rates (Table B). As might be expected, respondents that expected a Mondale victory were more

likely to expect increases in tax rates. More interestingly, however, the majority of those that expected a Reagan victory also expected tax rate increases during the year ahead. Consequently, the current high level of consumer optimism is not based on the expectation of no increase in personal income tax rates.

As shown in Table C, respondents that expected Reagan's reelection also held much more favorable expectations for their own financial future, as well as for the economy as a whole. Similarly, respondents that expected no increase in personal income tax rates were also more optimistic about their own and national economic prospects. When expectations about the presidential election and taxes were combined, respondents that expected both Reagan's reelection and no tax increases were the most optimistic. Nonetheless, respondents that expected a Reagan victory and tax increases--the most widely held expectation--still had relatively optimistic views.

Personal Finances Remain Strong

Consumers' evaluations of their own financial situation remained very favorable in the September 1984 survey. Among all families, 45 percent reported that their financial situation had improved during the past year, up from 38 percent one year earlier. Financial reversals were reported by just 20 percent of all families in the September survey, down from 29 percent one year earlier, and the lowest level recorded since 1972. When asked to explain how their financial situation had changed, 39 percent of all families reported that their income had increased during the past year, compared with 12 percent that reported declines--the widest favorable margin recorded since 1972. In addition, complaints about the erosion of family budgets due to inflation were made by only 12 percent of all families in September, just above the decade low of 11 percent recorded one month earlier.

Not only have consumers reported substantial improvements in their financial situation during the past year, they also expect their financial situation to be maintained at those improved levels through the year ahead. Among all families in the September 1984 survey, 39 percent expected their financial situation to improve, just above the 37 percent recorded one year earlier. Only 8 percent of all families in the September survey expected a worsening financial situation during the year ahead, down from 12 percent one year earlier. Nearly the majority (49 percent) expected their financial situation to remain largely unchanged at its current favorable level.

In the September 1984 survey, 64 percent of all families expected their income to increase during the year ahead, up from 57 percent one year earlier. Two-thirds of all families expected that their income would increase by as much or more than the rate of inflation. Consumers expected the annual rate of inflation to average 4.2% during the year ahead in the September 1984 survey, down from 5.0% one year earlier. The September reading was the lowest level recorded since the cyclical low of 3.3% was recorded in March 1983.

Buying Attitudes Maintained at Favorable Levels

Attitudes toward buying conditions for large household durables remained near record favorable levels in the September 1984 survey. Among all families, 72 percent held favorable buying attitudes towards household durables, unchanged from one month earlier, and above the 66 percent recorded one year earlier. These very positive attitudes toward durable goods were based on favorable perceptions of market prices. In the September survey, 34 percent of all families mentioned the availability of reduced prices on household durables, just above the 32 percent recorded one year earlier. Just 10 percent of all families thought that high durable prices made buying conditions unfavorable at the present time.

The proportion of families holding favorable attitudes toward buying conditions for houses fell to 48 percent in September 1984, from 50 percent one month earlier, and 59 percent one year earlier. Unfavorable attitudes toward buying conditions for houses rose to 46 percent in September 1984, from 37 percent one year earlier. Although the balance of opinion remained favorable, this represents the narrowest margin in more than 18 months. The main reasons for the decline in favorable house buying attitudes involved increases in interest rates. The proportion of families that reported the availability of reduced interest rates on home loans fell to 34 percent in September from 47 percent one year earlier. At the same time, the proportion of respondents that referred to high interest rates rose to 37 percent from 28 percent one year earlier.

* * *

The September 1984 survey included 690 completed interviews, conducted between September 1 and August 30, 1984.

TABLE A

EXPECTED OUTCOME OF THE PRESIDENTIAL ELECTION

	Candidate Expected To Win	Candidate Better for Economy
Reagan	79%	58%
Mondale	15	30
Don't know	4	6
NA	2	6
Total	100%	100%
Cases	690	690

The questions were: "Who do you think will be elected President in November--Reagan or Mondale?
"Looking ahead to the next year or so, do you think economic conditions in the country as a whole would be better if Reagan were elected, or would they be better if Mondale were elected?"

TABLE B

EXPECTED CHANGES IN PERSONAL INCOME TAX RATES

Expected Change in Personal Tax Rates	All Families	Expected Winner	
		Reagan	Mondale
Increase	56%	53%	70%
Unchanged	36	41	21
Decrease	5	4	9
Don't know	2	2	*
NA	1	*	*
Total	100%	100%	100%
Cases	690	545	104

The question was: "During the next year or so, do you expect federal income tax rates for individual taxpayers to increase, stay the same, or decrease?"

TABLE C

RELATIONSHIP OF ELECTION PROSPECTS AND CONSUMER SENTIMENT

	All Families	Win Election		Tax Rate Change		Expect Reagan Victory and... Taxes	
		Reagan	Mondale	Same or Down	Tax Increase	Same or Down	Tax Increase
Index	100.9	106.2	79.7	110.8	94.0	114.8	99.1
Personal Finances							
Next year	131[a]	136	108	140	125	141	134
Next 5 years	143	148	125	158	135	159	140
Business Conditions							
Next year	142	153	97	161	128	168	141
Next 5 years	116	123	81	132	104	139	110
Market Conditions							
Durables	154	158	144	167	145	173	145
Vehicles	124	130	102	144	112	146	119
Houses	102	109	82	111	98	116	104

[a]Table entries represent the proportion giving favorable replies minus the proportion giving unfavorable replies plus 100.